Advertising Age

With which is incorporated Advertising Agency Magazine, formerly Advertising & Selling

October 26, 1959
Volume 30 • Volume 43
25 Cents a Copy • $3 a Yea
CHICAGO 11 • Published Weekly a
200 E. Illinois St. • DE 7-5200
NEW YORK 17
630 Third Ave. • YU 6-5050

Second Class Postage Paid at Chicago, Ill. Copyright, 1959, by Advertising Publications, Inc.

THE NATIONAL NEWSPAPER OF MARKETING

Marketing Mix for Media Kitchens . . .

Agency Media Planners Must Learn Management Viewpoint: McCarthy

Understand Problems of Client's Business, BBDO VP Urges Group

NEW YORK, Oct. 23—Advertising agencies must make sweeping changes in their operations—particularly in media planning—if they are to keep pace with the growing demands of business management, Barry McCarthy, vp of Batten, Barton, Durstine & Osborn, told a meeting of New York advertising media planners here tonight.

Mr. McCarthy was one of three agency executives who explained the Harvard business school's concept of total "marketing mix" and how it is affecting advertiser-agency relationships today.

Mr. McCarthy urged media planners to understand the idea of marketing mix for their own "self defense." He suggested that the agency must be a "delicatessen," offering advertisers more than ad counsel.

▪ "Your clients and mine in years to come will in greater number be thinking in terms of marketing mix in greater perceptiveness. And media planners must be equipped with a point of view and knowledge and independence to discuss not just media but distribution of the client's product. Have you ever analyzed a client's problem and made a presentation recommending he not run a line of advertising?"

Mr. McCarthy said the term "media planner" is becoming an "anachronism." Media people, he said, must be prepared to "do everything" and have a "far broader function" within the agency.

He said business management people responsible for developing marketing plans must draw on many kinds of skills and experi-

(*Continued on Page* 127)

Botsford, Constantine Drops Jantzen Men's Sportswear Account

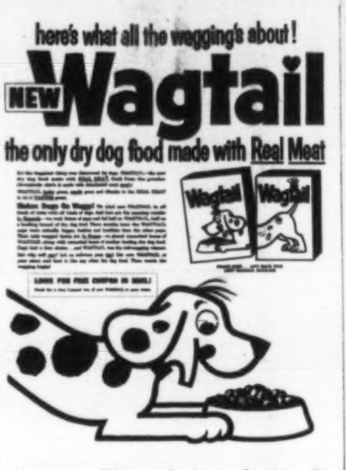
PORTLAND, ORE., Oct. 26—Botsford, Constantine & Gardner has taken a long look at the dollars-and-sense writing on the wall and has resigned one of its oldest accounts.

After 40 full years the men's sportswear division of Jantzen Inc. has been dropped from the agency's roster. However, the agency continues to handle the Jantzen foundation division.

The decision to drop the account was a hard one to make, Joseph Maguire, new president of the agency (*see Page* 3), told ADVERTISING AGE this week.

"When you have an account for 40 years, customs, habits and patterns develop which may be hard

(*Continued on Page* 8)


here's what all the wagging's about!
NEW Wagtail
the only dry dog food made with Real Meat
Wagtail
Wagtail

WAGTAIL—*This ad, introducing Rival Packing Co'.s new dry dog food, Wagtail, broke in mid-October in dailies in Fort Wayne, Syracuse, and Rockford-Moline-Davenport. A fractional unit asking, "What's all the wagging about?" ran on the preceding page (see Page 128).*

Improve Data or Lose Members, Lantz Warns ABC

ABC Chairman Chides Magazines for Using Non-Audited Figures

CHICAGO, Oct. 23—The Audit Bureau of Circulations must improve its product and make it of greater value to ABC members and the entire advertising field, Walter P. Lantz, board chairman of ABC, warned here today.

Speaking at the 45th annual meeting of ABC, Mr. Lantz, who is advertising director of Shulton Inc., asserted that "we must recognize that buyers of advertising are not going to use our reports—are not going to continue their membership in ABC if we continually reject their requests for more information about our product. We must improve our product if we

(*Continued on Page* 128)

At Western Four A's Meeting . . .

Broker Is No Substitute for Judgment of Principals in Merger, Jordan Says

H&J Exec Hits Merger 'Stimulation'; Don't Drop Quizzes: ABC's Seligman

SANTA BARBARA, Oct. 21—In the marriage of two agencies it may be desirable to have the advice of marriage counselors, family friends, or even a pair of suspicious prospective mothers-in-law. But the professional go-between with a financial stake in promoting the nuptials is no substitute for the sober consideration necessarily carried on by the principals of the agencies involved.

This is the view of Paul Jordan, exec vp of Hixson & Jorgensen, Los Angeles. Mr. Jordan expressed his thoughts on agency mergers at a closed session of the western regional meeting of the American Assn. of Advertising Agencies here this week. Reportedly his remarks are scheduled for speedy dissemination to the membership of the Four A's.

Discussing the subject with ADVERTISING AGE, Mr. Jordan indicated his wariness of those merger brokers whose interest lies in "stimulating" the consummation of agency mergers.

▪ There is nothing wrong with agency mergers *per se;* they may satisfy a number of valid needs, he said. Among these he cited: (1) Making it possible for an agency head approaching retirement to withdraw without inflicting deleterious effects on his business or those of his clients; (2) permitting an agency whose client has an expanding marketing pattern to han-

(*Continued on Page* 127)

NBC Drops 'Tic Tac' as Clients Withdraw; 'Truth' Is Substitute

NEW YORK, Oct. 22—These were the principal developments this week in the continued story of the tv quiz scandals:

- Advertiser reaction to the fracas came in double take timing, but it was formidable once it got going. When sponsors began to leave "Tic Tac Dough" as fast as though it were a leaky raft, NBC decided to drop the Barry Enright originated game show as of Oct. 26. First to quit this program, which has figured prominently in the black headlines, was Standard Brands (AA, Oct. 19). Most of the other advertisers queried at that time by AA had indicated that they would stay with the program, but by mid-week they had changed their minds. Gold Seal, Ben-Gay, General Mills and Borden ordered their commercials switched to other NBC daytime prize shows—"Treasure Hunt" and "It Could Be You." At that point "Tic Tac Dough" still had five backers left—P&G, Pond's,

(*Continued on Page* 128)

Peace Descends on Imbroglio of Mogul, Lewin

(For background information on this now-resolved agency battle see earlier story on Page 3.)

NEW YORK, Oct. 22—The bitter dispute between A. W. Lewin and Mogul Williams & Saylor was "amicably settled" today.

Papers dated Oct. 22 were filed in court on the afternoon of Oct. 23 for the withdrawal of Mr. Lewin's motion of Oct. 2, which had been adjourned to Nov. 2. The motion was signed by both attorneys and submitted for the Justice's approval Nov. 2.

A joint release issued by Mr. Lewin, former chairman of the board, and Emil Mogul, president, said in full:

"The controversy between A. W. Lewin and Mogul Williams & Saylor has been amicably settled to their mutual satisfaction, and all proceedings between them have been discontinued. All claims, charges and countercharges therein have been withdrawn."

▪ Last week, Mr. Lewin told ADVERTISING AGE that the allegations made against him by the agency (AA, Oct. 12) "are absolutely false and unfounded on fact, and adequate and complete comment will soon be forthcoming." Today he declined to make any further comment, as did Mr. Mogul, and it seemed apparent that part of the settlement called for no additional public statement.

It also was believed that Mr. Lewin received a cash settlement.

Asked about his plans, Mr. Lewin said he was leaving on a business trip and was considering several possibilities, but "I really don't know what I'm going to do. I feel like a bird with wings." #

New Concepts, Programs Will Solve Summer TV Dilemma, Adams Says

Poor Program Reduces Impact of Commercial, Agency Head Tells NAB

CHICAGO, Oct. 20—Trying out new concepts and strong local programming, instead of reruns and movies, is one way to solve the "midsummer night's dilemma" of summer television, according to Thomas B. Adams, president of Campbell-Ewald Co., Detroit.

Mr. Adams told the Chicago conference in the National Assn. of Broadcasters' fall series that the agency's dilemma is: "Should we put first-rate commercials into second-rate shows?"

"Studies have clearly shown that the impact of commercials can be seriously reduced when viewers' interest in the program itself has been reduced," he noted. "Maybe we not only lose audience but lose commercial impact with the audience we retain.

"For our major clients who are on summertime tv, we do not reduce our commercial budgets. We do not use inferior talent. We do not rerun commercials to a greater extent than we do in the wintertime. It seems logical that we should present this advertising on programs that are as attractive in the summer as are their winter counterparts.

▪ "In the past we have recommended to some of our clients that they stay on nighttime tv during the summer," he continued, "but if summer tv continues to decrease in effectiveness, it can't do them much good and we

(*Continued on Page* 129)

BBDO Quizzes Magazines on Rate Hike Inconsistencies

NEW YORK, Oct. 22—Batten, Barton, Durstine & Osborn is asking magazine publishers for comments on the inconsistency of rate increases—a situation in which "one publisher can announce new circulation heights with no addition in cost per 1,000 while another increases his drastically."

A letter to this effect was sent out late last week by Fred Barrett, vp and media director at BBDO. Broadcast media can expect to receive a similar request for comment in the near future, the agency indicated.

Herbert Maneloveg, associate

(*Continued on Page* 127)

Last Minute News Flashes

Helene Curtis Picks Campbell-Mithun, Altman-Stoller

CHICAGO, Oct. 23—Helene Curtis Industries today named Campbell-Mithun Inc., Chicago, to handle Suave hair dressing and conditioner, Suave for men and Shampoo Plus Egg, and Altman-Stoller Advertising, New York, to handle all Lentheric products. Both appointments are effective Jan. 1. The C-M portion bills nearly $2,000,000; the 1960 ad budget for Lentheric products is $500,000. About 15 agencies vied for the business, which formerly was at Gordon Best Co. (AA, Sept. 14).

Tupperware Names BBDO; Doubles Ad Program

ORLANDO, FLA., Oct. 23—Tupperware Home Parties Inc. has named Batten, Barton, Durstine & Osborn, and plans to nearly double its consumer ad program next year with extensive use of women's and shelter magazines plus expansion of business paper and telephone directory advertising. Charles F. Fry Associates, Orlando, will continue to place Tupperware advertising in Florida.

Wiedemann Brewing Names Doherty, Clifford

NEWPORT, KY., Oct. 23—Geo. Wiedemann Brewing Co., which markets Wiedemann's Fine Beer in the five-state Ohio Valley area, has appointed Doherty, Clifford, Steers & Shenfield, New York, to handle its advertising. Tatham-Laird, Chicago, is the former agency.

(*Additional News Flashes on Page* 127)

At Central Four A's . . .

Burson Criticizes Agencies for Failing to Provide Adequate PR Services

Won't Hire Qualified People to Carry Out Jobs, Burson Charges

CHICAGO, Oct. 20—It is the job of every adman to have a basic understanding of how publicity can be used in a marketing program, and to know its limitations as well as its strengths, Harold Burson, president of Burson-Marsteller Associates, said here last week.

In a talk at the 22nd annual meeting of the central region of American Assn. of Advertising Agencies, Mr. Burson criticized agencies which offer public relations and publicity as a service, but which fail to provide qualified personnel to carry out the jobs.

"Many advertising agencies profess to offer a publicity service—realizing that publicity can be an important tool of marketing—without organizing themselves to do a professional or even adequate job in this area," Mr. Burson said.

■ "Publicity, in such agencies, is usually regarded as an activity to be turned off and on, dependent on client whims or requirements, and to be regarded as a nuisance that satisfies a client's vanity. Bear in mind, I speak only of some agencies—not of all agencies.

"Many agencies—and I number our own among them—have made a serious effort to face up to the

(*Continued on Page* 38)

Lincoln Shift Consolidates All M-E-L at K&E

DETROIT, Oct. 22—Kenyon & Eckhardt regained the Lincoln and Continental for its stable of Ford Motor Co. car accounts this week; it was the end of the line at Ford for Foote, Cone & Belding.

Kenyon & Eckhardt also handles Mercury and Edsel advertising, along with the imported English Ford and Taunus, giving the agency Ford's entire M-E-L division. In addition, K&E has Ford Motor Co.'s institutional advertising.

For Foote, Cone & Belding, this was the final chapter of a story which began in February, 1956, when FC&B won over 24 other agencies competing for Ford's new Edsel. It was a neat recovery for the agency, which had lost the lucrative Frigidaire account at General Motors Corp. the previous spring.

But the Edsel failed to gain a foothold in the auto field, and the sails of the ambitious Edsel marketing plan were trimmed. In December, 1958, Ford switched the Edsel to Kenyon & Eckhardt and moved Lincoln and Continental from K&E to FC&B.

■ Ford said at that time that "repositioning" of Edsel into the lower price field motivated the shuffle, but industry sources felt the move was partly made to

(*Continued on Page* 8)

PAUL W. RODER, *who joined CIBA Pharmaceutical Products, Summit, N. J., as an advertising trainee in 1942, has been appointed vp in charge of marketing, a new position. Mr. Roder has been vp in charge of advertising since 1954.*

Dayton Foam Rubber Bounces Back to Waters

From Geyer to Waters and Back to Geyer—Now Back to Waters Again

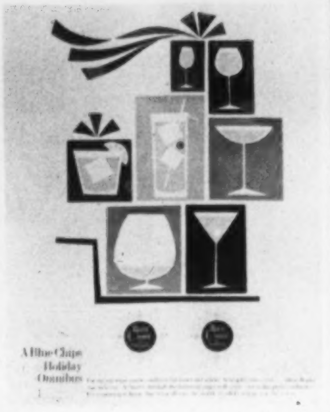
DAYTON, O., Oct. 20—For many years Dayton Rubber Co. was handled by the old Geyer, Newell & Ganger agency, which had its origins here.

Then in 1953 Geyer resigned the account and the Koolfoam rubber products (the principal consumer lines) shifted to Norman D. Waters & Associates in New York.

Waters handled the business for six years, adding the Dayflex hose division along the way. It was a convenient arrangement. The Koolfoam sales division in New York sub-leased space in the Waters office at 6 E. 39th St. and there was a direct line to Dayton.

Earlier this year the Waters agency lost the business. The Dayton office of Geyer, Morey, Madden & Ballard was assigned the foam rubber and Dayflex divisions as well as a new corporate campaign. The move was effective April 1. The Koolfoam retail division in

(*Continued on Page* 56)



A Blue Chips Holiday Omnibus

ONE OF SEVEN—*Renfield Importers Ltd., New York, will use seven consecutive pages in the December Esquire. Five brands will get a page each (Haig & Haig scotch, Martini & Rossi vermouth, Remy Martin cognac, Piper Heidsieck champagne and Cointreau). Reach, McClinton & Co. is the agency.*

Six Execs Leave Einson-Freeman, Set Trans-World Display

NEW YORK, Oct. 22—Six key executives of Einson-Freeman Co., one of the largest lithographers in the country, have resigned and have organized a competitive company. It is called Trans-World Display Corp. Its New York headquarters are at 236 E. 46th St. (YU 6-0066), and offices are expected to be opened also in London and Paris.

The principals are Alfred Elliott, previously a vp and director of Einson-Freeman; Harry J. Engel, previously vp, a director and treasurer of that company; Harry C. Haas, former chief art director and creative head; Jerome D. Kramer and Robert Schoenfeld, former vps and directors, and Robert Benchley, former vp, sales manager and chairman of the creative plans board.

■ Mr. Kramer, speaking for the group, told ADVERTISING AGE that he and his colleagues had left Einson-Freeman amicably last Friday. There had been no dispute or major controversy, he said. "Essentially,"

(*Continued on Page* 8)

Many Ads Aim to Please Advertiser, Not Consumer, Politz Tells Conference

Researcher Tells Boston Conference Ads Should Be Product-Oriented

BOSTON, Oct. 20—Too much of advertising is advertising-oriented and it is time the advertiser stepped in and told copywriters to pay more attention to the product.

"If the product itself has merits for which the consumer pays money, then the product itself must have merits to which the consumer pays attention," Alfred Politz, head of the research company bearing his name, told the Boston Conference on Distribution.

Mr. Politz said the causal effect of advertising is extremely difficult to measure, but he suggested that much of today's advertising is written to please bosses, colleagues and clients rather than the consumer.

■ What happens, Mr. Politz asked, when the client is presented with copy that is simple and straightforward—with no gimmicks? He is disappointed "by what he perceives as a lack of imagination, lack of so-called creativity."

Mr. Politz pointed out that the copywriter and the advertiser both know the product and therefore product-oriented copy, "which just says something they already know," has "no great interest" for them.

The danger of this trend, he added, is that "a generation of copywriters must grow up which is truly convinced of the usefulness of those devices which make advertising interesting to the advertiser instead of making the product interesting to the consumer."

■ Mr. Politz posed the problem of

(*Continued on Page* 128)

Product, Profits Pondered by Top Publishers at ABP

CHICAGO, Oct. 21—However rosy business prospects for the '60s may be, leading business paper publishers aren't twiddling their thumbs in patient expectation. Instead, they're doing some earnest thinking about the basics of business paper publishing—product, profit and management—and looking hard for ways to improve them.

This characterization follows from what was said here today by six top-drawer business publishers who formed a "blue ribbon grand jury" sitting in judgment of their own industry at the annual Midwest conference of the Associated Business Publications.

■ Editorial service, and specifically the ability of business papers to report trade trends to readers before they're common knowledge, was a main point of concern for P. C. Lauinger, president of Petroleum Publishing Co.

"I firmly believe," he said, "that the best service we can give our readers is to scout out trends, keep

(*Continued on Page* 128)

Hook, Barclay Are Promoted at Chilton; Hildreth Buys Book

PHILADELPHIA, Oct. 22—George T. Hook, a vp of Chilton Co. and publisher of *Iron Age*, Chilton's metalworking magazine, also has been appointed publisher of *Aircraft & Missiles*, the publisher's youngest magazine.

Hartley W. Barclay, now editor of *Automotive Industries*, will become publisher and editor.

Hartley W. Barclay

George T. Hook

These changes are due to the resignation of John C. Hildreth, publisher of *Automotive Industries* since 1955, and of *Aircraft & Missiles* since its inception in January, 1958.

Mr. Hildreth will become owner and publisher of *Arizona Homes*, a regional magazine, with headquarters in Phoenix. He and his family will move there early next month.

■ John F. Pfeffer, for many years associated with *Automotive Industries* as sales promotion manager and currently as assistant to the publisher, becomes assistant publisher of that magazine. There will be no other changes, the company announced.

George Hook first joined Chilton in 1925 as managing editor of *Motor Age*, then becoming editor of *Commercial Car Journal*. In 1949 he was named publisher of *Iron Age* and elected to the Chilton board of directors. He became vice-president in 1957.

■ Mr. Barclay became editor of *Automotive Industries* early this year. He has been associated editorially with industrial magazines. For 10 years he was industrial advertising representative of the *New York Times*. Jack Hildreth joined Chilton in 1945, and in 1947 he succeeded his father as regional manager of *Commercial Car Journal* in Cleveland. #

Highlights of This Week's Issue

ADVERTISING AGE *summarizes in this issue the major account changes in the first nine months of 1959 on Page 82. Total changes listed for the third quarter were 92. In the first nine months 224 major account switches are recorded.*

Botsford, Constantine & Gardner resigns Jantzen's men's sportswear account .... Page 1

Berry McCarthy says advertising agencies must make sweeping changes in their organization, particularly in media planning, if they are to keep pace with business management demands .... Page 1

A. W. Lewin and Mogul Williams & Saylor settle their dispute .... Page 1

Harold Burson, president of Burson-Marsteller Associates, criticizes agencies for failing to provide adequate public relations services .... Page 2

Dayton Rubber Co. switches its Koolfoam rubber account back to Norman D. Waters & Associates .... Page 2

Six executives leave Einson-Freeman Co. to organize a competitive company, Trans-World Display Corp. .... Page 2

Alfred Politz says too much advertising is client-oriented .... Page 2

Jos. Schlitz Brewing Co. moves its export advertising account from Gotham-Vladimir Advertising to J. Walter Thompson Co., effective Jan. 1 .... Page 3

Crawford Paton joins McCann-Erickson as head of new media division .... Page 3

Chesebrough-Pond's appoints Compton Advertising to handle its Pertussin line .... Page 3

Joseph Maguire succeeds David Botsford Jr. as president of Botsford, Constantine & Gardner .... Page 3

Earl W. Kintner warns the food industry to stop abusing the Robinson-Patman act or face further restrictive legislation .... Page 3

John Hay Whitney consolidates his broadcast and publishing properties under a single corporate roof, Whitney Communications Corp. .... Page 4

Four Brady Co. officers resign and will open their own shop in Appleton .. Page 4

Charles B. Gould is appointed to the new post of general manager of the New York Journal-American .... Page 6

Joshua Epstein, account supervisor at Doyle Dane Bernbach, tells the story of Henry S. Levy & Sons' rise in bread sales to 20 bakers from Europe and South Africa .... Page 18

Peter E. Schruth, vp and ad director of the Saturday Evening Post, says advertising in the '60s must be a lot smarter .... Page 22

Equitable Savings & Loan Assn. launches record promotion for automatic payoff of budgeted savings in case of death .... Page 26

Restaurant Management survey results show credit cards do benefit the restaurant industry .... Page 32

Sterling Drug brings $5,000,000 damage suit against Smith, Barney & Co. .... Page 34

Reader's Digest publishes results of a study demonstrating the effects of a magazine on Columbus, O. .... Page 73

Kenneth Groesbeck, advertising agency consultant, gives suggestions on creative thinking .... Page 112

Schenley Industries will continue its sponsorship of the Bourbon Institute Page 124

FIGURES TO FILE

Nielsen Net Radio Top Advertisers .... Page 30

Farm Publications Linage Page 104

Chain Store Sales .... Page 126

Department Store Sales .... Page 131

REGULAR FEATURES

Advertising Market Place 130

Agencies Ask Us 112

Along the Media Path 48

Best of the Month's TV Commercials .. 111

Coming Conventions 78

Creative Man's Corner 112

Editorials 12

Employe Communications 114

Getting Personal 16

Information for Advertisers 98

Learning from the Retail Ads 116

Looking at Radio and Television 116

Merchandising Ideas 20

Obituaries 8, 77, 128

On the Merchandising Front 118

Peeled Eye Dept. 114

Photographic Review 84

Production Tips 118

Rough Proofs 12

Salesense in Advertising 116

This Week in Washington 60

Versatile Adman 88

Voice of the Advertiser 122

What They're Saying 12

Schlitz Moves $500,000 Export Account to JWT

MILWAUKEE, Oct. 22—Jos. Schlitz Brewing Co. has moved its export advertising account from Gotham-Vladimir Advertising to J. Walter Thompson Co., effective Jan. 1. The account bills about $500,000.

"The switch has nothing to do with any dissatisfaction on our part with Gotham-Vladimir," Joseph M. McMahon Jr., Schlitz director of advertising, told ADVERTISING AGE. "We just felt that Schlitz advertising could be better coordinated in one agency."

Mr. McMahon also pointed out that JWT has a strong international organization, and that the agency had been doing much of the creative work for the export ads. JWT now handles all advertising for the brewer with the exception of Old Milwaukee beer, Schlitz' popular price brand, which is handled by Grant Advertising, Chicago.

- Schlitz beer is marketed in 76 foreign countries and numerous U.S. military bases overseas. The account will be serviced out of JWT's New York office. #

Crawford Paton

McCann-Erickson Names Paton to Head New Media Division

NEW YORK, Oct. 20—McCann-Erickson Inc., the organization man's advertising agency, has formed a new media division in its home office and has named an outsider to head it.

Crawford Paton, formerly director of market planning for Warner Bros. Co., foundation garment manufacturer, has joined the agency as vp and manager of the new division.

McCann's media department and media planning unit are being merged to form the new media division. William Dekker, vp, will continue as director of the media department and John Flanagan and Edwin Wilson, both vps, will continue to head the media planning unit.

McCann explained that this type of organization is already in effect in other divisions of the agency.

Prior to his Warner Bros. job Mr. Paton was with C. J. LaRoche & Co., Young & Rubicam and National Broadcasting Co., primarily in research capacities. #

Durham Affiliates with Utley

Robert C. Durham Associates, New York, has expanded its advertising counseling services to include packaging and new product design, through affiliation with George D. Utley, a specialist in this area.

Remba Joins Cohen, Dowd

Michael Remba, formerly associate copy supervisor of Kenyon & Eckhardt, has joined Cohen, Dowd & Aleshire, New York, as associate copy chief.

Hoefer Mogge

IN AND OUT—*John E. Hoefer, Hoefer, Dieterich & Brown, San Francisco, is the new western regional chairman of the American Assn. of Advertising Agencies, shown here with his predecessor, Norton W. Mogge, Atherton-Mogge-Privett, Los Angeles.*

FTC Warns Food Chains . . .

Stop Abusing Robinson-Patman Act or Face Restrictive Laws: Kintner

FTC Head Says Each Food Chain Must Police Own Conduct—or Others Will

WASHINGTON, Oct. 20—Earl W. Kintner, chairman of the Federal Trade Commission, this week warned members of the National Assn. of Food Chains meeting here to voluntarily stop abusing the Robinson-Patman Act or face further restrictive legislation.

Mr. Kintner's warning to the food industry follows close on the heels of his admonishment to the broadcasting industry before a regional meeting of the NAB here last week to use more self-regulation to prevent recurrences of such things as the "quiz scandals" in order to forestall government interference (AA, Oct. 19).

Addressing an overflow audience of some 750 top food executives attending the 26th annual meeting of the NAFC, the commissioner declared:

"Judged by compliance with the Robinson-Patman Act, some elements in the food industry measure up rather badly. I can assure you that the FTC and other agencies of government will do all within their power to correct this situation. I would suggest to you in the food chains that you are making a great mistake if you think this problem can be dumped in the commission's lap as though the commission could push some magic button to solve it.

- "I say to you that unless each of you is willing individually to

(*Continued on Page* 90)

Compton Named for Chesebrough's Pertussin Products

NEW YORK, Oct. 21—Chesebrough-Pond's Inc. today assigned its Pertussin line to Compton Advertising, effective Jan. 1.

The Pertussin cold remedies—cough syrup, vaporizer and throat lozenges—represented the last piece of unassigned Chesebrough business formerly at McCann-Erickson.

McCann and Chesebrough announced the termination of their relationship during the summer (AA, July 13).

Vaseline hair tonic, biggest segment of McCann's Chesebrough business, was assigned earlier to Norman, Craig & Kummel (AA, Aug. 10).

Chesebrough spent some $600,000 last year to advertise Pertussin cough syrup, a product acquired by the company in 1956. The vaporizer and throat lozenges are new products.

Compton also handles Angel Skin hand lotion and hand cream and Seaforth men's toiletries for Chesebrough. #

Joseph Maguire

Maguire Is Named President, Botsford Chairman of BC&G

SEATTLE, Oct. 21—Joseph Maguire, exec vp of Botsford, Constantine & Gardner here, has been named president of the agency, succeeding David Botsford Jr., who moves to board chairman. Mr. Botsford also heads the San Francisco office of BC&G.

Mr. Maguire, who for a number of years operated Strang & Prosser before it merged with Ruthrauff & Ryan in 1952, joined BC&G in 1955. He will continue as head of the Seattle office and as account supervisor for Olympia Brewing Co.

Mr. Botsford, president for three years, will devote his time primarily to client service and will supervise the Filice & Perelli Canning Co. account, the agency's most recent addition. John Buker, vp, continues as manager of the Portland office.

In addition to Mr. Maguire and Mr. Botsford, the executive committee also includes Karl Bender, secretary-treasurer, who works in the Portland office. #

Rockmore Adds Rose Mills

Rose Mills, Philadelphia yarn producer, has appointed Rockmore Co., New York, to handle its advertising.

At Western Four A's . . .

Use Economic Facts to Sway Critics: Ganger

D'Arcy Head Tells Need of Case Histories to Counter Attacks by Intellectuals

SANTA BARBARA, CAL., Oct. 20—An organized effort to provide an economic rationalization for advertising, to answer the criticisms of "intellectuals," was proposed to members of the American Assn. of Advertising Agencies today.

The proposal was made by Robert M. Ganger, board chairman of D'Arcy Advertising and national chairman of the Four A's, at the association's western regional convention. He said attacks on advertising range from economics to social and moral issues, but since this is such a broad front, the reply should be concentrated in terms of economics.

Reviewing these attacks, Mr. Ganger said they do not point as much to the functions and use of advertising, as they do to advertising's role in a free economy. For this reason, he declared, advertising men should defend advertising not for personal reasons, but because it is the whole free enterprise system which is under attack.

- Examples of the attitudes, he observed, are:

"(1) The view that competitive advertising to create reputation and brand loyalty represent an unnecessary cost.

"(2) The view that advertising which goes beyond providing information and attempts to persuade is an economic waste. Such advertising accomplishes nothing but a redistribution of the market, these critics say."

To defend advertising, it is necessary to clarify its role, Mr. Ganger said. It is important to reach intellectuals, he added, since they are influential as "thought leaders," being school teachers, writers and advisors to business men and legislators.

- Mr. Ganger said the only effective means of reaching this group, and stimulating their thinking, is through the collection of facts about what advertising is and does. "Unfortunately, there has not been a significant, comprehensive, and continuing study which would provide these facts," he added.

"This job of collecting facts must be done, and until it is, criticism will continue," he asserted. "This is material people want, and it is hoped an organization for developing such facts will soon become a reality."

Such facts can be obtained from advertisers, he said. It can be done in the form of case histories of companies in which the benefits of advertising are re-

(*Continued on Page* 132)

Kotex TV Ads' Soft-Sell Copy Is Okay in Mexico

Noble Advertising Fights Sales Resistance with Mother-Daughter Theme

MEXICO CITY, Oct. 20—Mexico, a nation where recorded radio and tv advertising copy must have government approval, is now the only place in the world where Kotex is widely promoted via television.

In contrast to the U.S., where the so-called "unmentionable" products are coming under a voluntary ban, Noble Advertising Co. has been promoting Kotex sanitary napkins here since January of this year.

"The result," explains Hal Greenfader, Noble account executive for Kimberly Clark de Mexico, "has been an almost complete absence of viewer protests and sales increases for Kotex ranging as high as 45% above the same period for last year."

- Historically, throughout Mexico, very few women, even among the wealthy, were users of sanitary napkins and, although Kotex in competition with Modess has enjoyed about 70% of the market, this market has been "negligible in terms of what it could be."

"Prior to the start of our first campaign in January," Mr. Greenfader points out, "all Kotex ad-

(*Continued on Page* 100)

Mogul-Lewin Hassling Shows Merger May Not Be Royal Road for Agencies

Barrage of Vituperation, Accusations Tells Lack of Advance Understanding

NEW YORK, Oct. 21—The advertising business—long a stronghold of merger as a road to riches and glory—was ruminating over several problems this week. Among them:

- The tremendous dangers inherent in a "bad" merger.
- The tendency of a merger to turn sour even when engineered by knowledgeable merger authorities.
- The apparent inability of one agency to learn the financial, account and personnel facts about another before a merger becomes a *fait accompli*.
- The transcendent "personality factor"—and the obvious inability of knowing your marriage partner "until you actually live with him."
- The failure of so-called "safety" factors (arbitration clauses, for example) to serve their function once a conflict deteriorates to mudslinging.

- These were some of the nagging problems agency men were discussing in connection with the explosive A. W. Lewin *vs.* Mogul Williams & Saylor controversy, details of which now have been

(*Continued on Page* 64)

Mutual Adds 4 Affiliates

Mutual Broadcasting System, New York, has acquired four new affiliates, all former independents. They are WJET, Erie, and WNOW, York, Pa.; WKYR, Cumberland, Md., and WMNF, Richwood, W. Va. Mutual has not had an affiliate in Erie and York for nine months or more.

New Whitney Corp. Combines Broadcast and Print Properties

NEW YORK, Oct. 21—John Hay Whitney has consolidated his broadcast and publishing properties under a single corporate roof—Whitney Communications Corp.

The new corporation is a successor to Plymouth Rock Publications, which formerly handled the Whitney interests in the *New York Herald Tribune, Parade, Interior Design* and four suburban radio stations in the New York area, WVIP, Mt. Kisco; WVOX, New Rochelle; WGHQ, Saugerties, and WFII, Mineola.

At the same time it was announced that—subject to approval by the Federal Communications Commission—control of Corinthian Broadcasting Corp. will be transferred from J. H. Whitney & Co. to Mr. Whitney personally.

Once FCC approval is obtained, Corinthian will be operated as a subsidiary of Whitney Communications Corp., controlling five tv and two radio stations: KOTV, Tulsa; KHOU-TV, Houston; WISH and WISH-TV, Indianapolis; WANE and WANE-TV, Ft. Wayne, and KXTV, Sacramento. C. Wrede Petersmeyer, president of Corinthian and of the four individual corporations to which the tv and radio stations are licensed, will continue in that post.

▪ In addition to Mr. Petersmeyer, the Whitney Communications Corp. executive lineup will include Walter N. Thayer as president; Samuel C. Park, president of Plymouth Rock, as chairman of the finance committee, and Robert F. Bryan, Corinthian secretary-treasurer, who will become financial vp of the parent company.

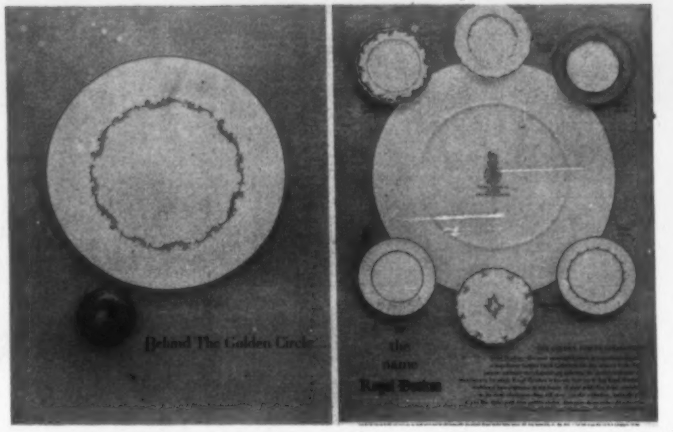
The board of directors will include Messrs. Thayer, Petersmeyer and Park, plus Bernard Kilgore, president and publisher of the *Wall Street Journal,* Robert M. White II, president and editor of the *New York Herald Tribune;* Arthur H. Motley, president and publisher, Parade Publications Inc.; and Martin Stone, president, VIP Radio Inc. John Hay Whitney, currently U. S. ambassador to Britain, will become chairman of the board of Whitney Communications Corp. and publisher of the *New York Herald Tribune.* #

E. N. West Joins Knomark

Eugene N. West, field sales manager of Mennen Co. for the past six years, has been named director of sales of Knomark Inc., maker of Esquire shoe care products. He succeeds Joseph Husch, who resigned to become vp and Esquire account executive with Pezrow Associates, food broker.

Lansdale Appoints Perlman

Lansdale Clothes, New York, maker of boys' slacks, has appointed Philip J. Perlman Associates, New York, to handle its advertising.



TWO-SIDED—*Doulton & Co., New York, is running color pages back-to-back to present a shopper's eye view of Royal Doulton bone china in Bride & Home, Bride's Magazine, House Beautiful and Seventeen starting in October. First page shows front of plate and second page the back. A separate campaign is scheduled for Holiday, Mademoiselle and The New Yorker. Anderson & Cairns is the agency.*

ERWIN WASEY, RUTHRAUFF & RYAN, INC.
Advertising
711 THIRD AVENUE, NEW YORK 17, NEW YORK, OXFORD 7-4500

S. F W.

JUN 26 '59

June 25, 1959

Mr. Robert B. Rose
Sawyer, Ferguson, Walker Company
300 Park Avenue
New York 22, New York

Dear Bob:

In reference to your letter regarding our Ayds campaign in the Tacoma News Tribune, let me simply say that Ayds average sales per week for the 12 week period from March 9th to June 1st showed an increase of 345% over the average sales for the period February 9th to March 9th preceding our advertising in the News Tribune. Perhaps an even more encouraging result of the campaign was that Ayds share of the market increased some 18.6% for the period February 9th to March 9th, to 37.7% for the period April 20th to June 1st. By doubling our share we have set a fine foundation for a continued increase in business in the Tacoma area.

I hope that this information will be of assistance to you.

Regards,

Al

Albert Tilt
mts

CHICAGO • CINCINNATI • DALLAS • HOUSTON • LOS ANGELES • NEW YORK • PHILADELPHIA • PITTSBURGH • ST. PAUL • SAN FRANCISCO • WASHINGTON, D. C.
LONDON • RIO DE JANEIRO • SAO PAULO • STOCKHOLM • TORONTO

'Differences of Opinion' Lead 4 Top Brady Execs to Resign; Will Open Own Agency

APPLETON, WIS., Oct. 21—Four officers of Brady Co. have resigned from the agency and will open their own shop in this city in the near future.

The four men who resigned from Brady last weekend are Robert V. O'Brien Jr., exec vp and account group supervisor; Elmer A. Otte, vp and account group supervisor; Gordon D. Fisher, vp and senior art director, and Richard M. Baker, vp and director of publicity and public relations.

The exodus started when Richard H. Brady, agency president, asked Mr. O'Brien for his resignation. Mr. O'Brien complied and the other three men resigned within 24 hours in protest of the action, they told ADVERTISING AGE. Mr. Brady said the other three men were asked to remain with the agency.

▪ Mr. Brady said he asked Mr. O'Brien to leave because of his "attitudes toward personnel and differences of opinion." Mr. O'Brien, who had been with Brady for 13 years, said he and the other three officers left "because of irreconcilable differences of opinion over advertising attitudes and philosophy. It is no longer possible to continue working in an atmosphere of basic disagreements," he said, adding that "the conditions within the company leading up to the split were not of our own making."

It was not known if any Brady accounts would follow the four men into their new agency, which has not yet been named. Mr. Baker told AA that he "expected" some of Brady's 16 clients to shift and that all four men were "in contact with accounts with which we have been closely associated," but added that no definite commitments have been made.

The Brady agency said it has not lost a single account as a result of the resignations.

Mr. O'Brien supervised Hamilton Mfg. Co., Gibson Refrigerator Co., Wisconsin Public Service Corp. and *Electrical Merchandising.* Accounts under Mr. Otte's direction included Oshkosh B'Gosh Inc., FWD Corp., Signal Electric division of King-Seeley, and Aid Assn. for Lutherans. Mr. Baker supervised publicity and pr for Hamilton, FWD Corp., Ansul Chemical Co., Appleton Woolen Mills, Appleton Machine Co. and Whiting-Plover Paper Co. .

The Brady agency currently is billing at the rate of about $4,000,000.

▪ Following the resignations Brady Co. announced the addition of two new executives and the promotion of another.

E. Patrick Toal, formerly a New York marketing consultant, has joined the agency as vp and a director. He will take over Mr. O'Brien's account duties. Thomas J. Spence, former director of advertising of Ebco Mfg. Co., Columbus, O., has been hired as an account executive. Shelby M. Croucher, Brady account executive, has been promoted to director of publicity and public relations, succeeding Mr. Baker. #

Booth Newspapers Boosting Michigan in Ad Series

Booth Newspapers, Michigan newspaper group with dailies in Ann Arbor, Bay City, Flint, Grand Rapids, Jackson, Kalamazoo, Muskegon and Saginaw, is running a series of 24 ads in four big dailies to "present a true picture of the state's economic climate," Harold Utley, Booth vp, said. Mr. Utley said, "The national image of Michigan as a depressed state could not be more completely in error." Booth and its agency, Fred M. Randall Co., Detroit, interviewed business men in the markets served by Booth.

The statements of these men have been reproduced and are running in one-column testimonial ads in the *Chicago Tribune, Detroit News, New York Times* and *Wall Street Journal* through Nov. 4. A 12-page booklet reproducing all the ads is being distributed to agencies and advertisers throughout the country. In addition, the Booth newspapers are carrying the campaign.

United Publishing Names Rep

United Publishing Co., Atlanta, publisher of *Toy Wholesaler, Toy Manufacturer, Toy Retailer* and *Rack Merchandising,* has named W. J. Martin Co., New York, eastern advertising representative.

ADVERTISEMENT

CORRECTION!

A statement which appeared in the KRON/TV advertisement on page 118 of the October 19 issue of Advertising Age was in error. It should have read, "MORE THAN TWICE AS MANY VIEWERS WATCHED KHRUSHCHEV MAKE HIS KEY BAY AREA ADDRESS VIA KRON/TV THAN ON THE SECOND-RANKED STATION; AND MORE VIEWERS WATCHED IT ON KRON/TV THAN ON ALL OTHER SAN FRANCISCO STATIONS COMBINED."

KRON/TV san francisco

WHAT'S IN A NUMBER? By itself, a number may not have much meaning. But get a batch of them down on paper, and they begin to add up. The latest available ARB share-of-audience figures for MEDIC and IT'S A GREAT LIFE, for instance. They just go to show that, stripped or once-a-week, these Victory Program Sales properties can really do a job for you, wherever you are. Want another good number? Try CIrcle 7-8300 in New York. That's VPS.

MEDIC		IT'S A GREAT LIFE	
BALTIMORE (4TH RUN) WJZ-TV 1:00 PM, MON.-FRI.*	51%	35%	CHICAGO (5TH RUN) WNBQ 4:00 PM, MON.-FRI.*
BILLINGS (1ST RUN) KGHL-TV 9:00 PM, WED.*	58%	31%	DETROIT (5TH RUN) WWJ-TV 1:00 PM, MON.-FRI.
DETROIT (4TH RUN) WJBK-TV 7:00 PM, FRI.*	43%	36%	HUNTINGTON, W. VA. (2ND RUN) WSAZ-TV 10:30 PM, SUN.*
HONOLULU (2ND RUN) KONA-TV 7:30 PM, SUN.	37%	50%	HOUSTON (3RD RUN) KHOU-TV 9:00 AM, MON.-FRI.*
LAS VEGAS (2ND RUN) KLAS-TV 3:30 PM, MON.-FRI.*	60%	45%	KNOXVILLE (3RD RUN) WBIR-TV 1:00 PM, MON.-FRI.
MIAMI (4TH RUN) WTVJ 1:00 PM, MON.-FRI.*	50%	18%	LOS ANGELES (4TH RUN) KABC-TV 11:30 AM, MON.-FRI.
OMAHA (2ND RUN) KETV 4:00 PM, SUN.*	77%	33%	PHILADELPHIA (4TH RUN) WRCV-TV 1:00 PM, WED.
PHILADELPHIA (5TH RUN) WFIL-TV 10:30 AM, MON.-FRI.*	43%	36%	PITTSBURGH (3RD RUN) KDKA-TV 9:30 AM, MON.-FRI.
SAN FRANCISCO (4TH RUN) KRON-TV 7:30 PM, TUES.	35%	43%	SPOKANE (4TH RUN) KXLY-TV 12 NOON, MON., WED.*
TUCSON (2ND RUN) KVOA-TV 9:00 PM, THURS.*	43%	49%	WASHINGTON, D. C. (4TH RUN) WRC-TV 1:00 PM, MON.-FRI.*
WICHITA (4TH RUN) KARD-TV 10:15 PM, TUES.*	49%	61%	WICHITA FALLS (5TH RUN) KSYD-TV 4:00 PM, MON.-FRI.*

*Top rating and share in time period.

VICTORY PROGRAM SALES
a division of CALIFORNIA NATIONAL PRODUCTIONS, INC.
Canadian Representative: Fremantle of Canada, Ltd.

'Journal-American' Names Gould G. M.

NEW YORK, Oct. 21—Charles L. Gould, assistant publisher of the *New York Journal-American*, has been appointed general manager of the newspaper, a new post.

At the same time William J. Poch, business manager of the *Pittsburgh Sun-Telegraph*, was appointed business manager of the *Journal-American*, succeeding Thomas E. J. Crowley, who is retiring after 32 years with the Hearst organization.

Mr. Gould has been with Hearst Newspapers for 25 years and with the *Journal-American* since 1946. Before World War II he was promotion manager of the *Chicago American* and before that was with the *Cleveland News*. Mr. Gould will retain his post as assistant publisher.

Mr. Poch, a newspaper veteran of nearly 40 years, has been with the *Sun-Telegraph* since 1951. Prior to that he was chief accountant for the *Journal-American* for 13 years. #

Charles L. Gould

Tidy House Sponsors TV Show in 41 Midwestern Markets

Tidy House Products Co., Shenandoah, Ia., is sponsoring a half-hour taped tv show, "Polka Parade," weekly beginning in 41 markets in 18 midwestern states. The show is first seen live over KTLA, Los Angeles, at 6 p.m., Sunday, under the sponsorship of another company, Farmer John, a meat packager, which has been backing the show locally for the past three years. The show is taped as it is being telecast, and the tapes are then sent to the markets where it is carried by Tidy House.

The program is seen at different times in different markets. Tidy House's commercials are integrated into the program. The products being promoted are Dexol bleach, Sweet-10 artificial sweetener, Shina Dish liquid detergent, Glosstex liquid starch and dry Perfex multi-purpose cleaner. The advertising was placed through Guild, Bascom & Bonfigli, San Francisco.

Buffalo Forge Names Simonds

Wells Simonds has been appointed advertising manager of Buffalo Forge Co. Mr. Simonds was formerly an account executive with Comstock & Co., Buffalo.

Hard and Soft Sell Yule Ads Planned for Tie-Tie Wraps

CHICAGO, Oct. 21—The Christmas season campaign for Tie-Tie wrapping products will feature two advertising formats this year, one featuring a strong retail flavor, the other designed as an image builder.

The "hard sell" color page will run in the full Metro Sunday Magazine Group—28 newspapers—plus 15 independent supplements Nov. 29. The ad features a gay lineup of Tie-Tie products.

A color spread in *The New Yorker* Nov. 28, however, has a quality format, being headlined, "Christmas dreams come gift-wrapped by Tie-Tie." Pictorial elements are treated in soft-focus manner, and copy emphasizes attractiveness and ease of handling.

Tie-Tie products are made by Chicago Printed String Co. Henri, Hurst & McDonald is the agency. #

All you need to 'gift-wrap' a Merry Christmas!
$2.95

WRAP-UP—*Chicago Printed String Co. will use this color page in 43 Sunday supplements Nov. 29 to present its line of Christmas wrapping products.*

Percy, Keener Put TV Program Content Above Rating Reports

NEW YORK, Oct. 22—Two advertisers who don't consider ratings the most important criterion in selecting tv fare set forth their points of view this week.

C. H. Percy, president of Bell & Howell Co., and J. Ward Keener, president of B. F. Goodrich Co., spoke at a reception marking the start of their new public affairs series on CBS-TV. Called "CBS Reports," the series will begin Oct. 27 with "Biography of a Missile."

Pointing out that the "threat of extinction" has turned this country toward escapism in entertainment, Mr. Percy said business men, as well as the networks, have begun to ask themselves "whether the greatest medium of communications ever devised does not have an obligation to inform as well as to entertain."

Mr. Percy said his company decided to co-sponsor "CBS Reports" with Goodrich to "demonstrate that thought-provoking programs which are well-produced and imaginatively staged can be as exciting as any western or mystery story.

"And equally important, we hope it will demonstrate that such programs can reach a significant audience and justify sponsorship in prime evening time."

■ Mr. Keener noted that this series marks Goodrich's return to tv "after a hiatus of several years."

Why did Goodrich decide to sponsor this hour informational program? Mr. Keener cited these reasons:

- "We think it is needed. These programs are to deal with some of the most important and urgent problems affecting our nation and the world today.
- "The series promises to be something new and different in television. It seems to us a wholesome and refreshing change from the conventional types of shows offered so extensively these days.
- "This series should have worldwide implications. This is important to us because our company's business is a worldwide business that is vitally affected by worldwide public opinion.
- "We think these programs should have important commercial significance. Much of the subject matter fits our business. We are involved in space age projects, missilry, the development, production and sale of man-made chemical replacements for natural raw materials and other fields close to the subject matter, including medicine and surgery. Such a program content seems to us to offer a good backdrop for telling our customers and prospective customers who we are, what we do and why they should do business with us." #

PUT PUNCH INTO YOUR PITCH

Producing your messages with impact is a specialty of this house. It is the type of thing we've been helping successful companies and agencies do for all the years we've been in business. Helping you help your client is our business.

Jam Handy can help you too—through the use of dramatic films, unusual animations, or with other original sales promotion aids. If your analysis of any situation indicates putting visual punch into your pitch, call in Jam Handy to help you.

The JAM HANDY Organization

NOTHING SELLS PRODUCTS AND IDEAS LIKE IDEAS

MOTION PICTURES • DRAMATIZATIONS • PRESENTATIONS • VISUALIZATIONS • SLIDEFILMS • TRAINING ASSISTANCE

CALL NEW YORK, JUdson 2-4060 HOLLYWOOD, Hollywood 3-2321 DETROIT, TRinity 5-2450 DAYTON ENterprise 6289 PITTSBURGH, ZEnith 0143 CHICAGO, STate 2-6757

Read what leading food chain executives all over America are saying about THIS WEEK Magazine:

"It is no coincidence that almost without exception our food stores have shown increased sales of advertised products immediately following their appearance in THIS WEEK Magazine. I have come to the conclusion that THIS WEEK is one of the outstanding selling agents for grocery-product manufacturers."

W. R. Hayden

W. R. HAYDEN
President, Shopping Bag Food Stores, El Monte, Calif.

"The pre-selling that is accomplished through advertisements in THIS WEEK Magazine gives tremendous impetus to our sales and profits with fast turnover of national brands. We believe THIS WEEK is the ideal medium for the manufacturer who wants to help us sell more of his products through our supermarkets."

Tom Borman

TOM BORMAN
President, Borman Food Stores, Inc., Detroit, Michigan

"We at Fisher Brothers long ago learned the effectiveness of THIS WEEK in pre-selling our customers. Its sales power is unparalleled throughout the entire area served by our eighty-six stores. This isn't surprising when you realize that THIS WEEK is sponsored locally by the most influential newspaper in our area."

T. J. Conway

T. J. CONWAY
President, The Fisher Bros. Co., Cleveland, Ohio

"THIS WEEK Magazine really 'makes things happen' in our chain. Our managers know that the products they see advertised in THIS WEEK on Sunday will start moving out fast on Monday. This happens week after week, so we know the tremendous moving force that is at work for us in THIS WEEK Magazine."

H. WINER
President, Elm Farm Foods Co., Boston, Mass.

To Move Goods Fastest...Buy The Big One

This Week
MAGAZINE

CIRCULATION MORE THAN *13,000,000*

Blount Becomes L&M President as Few Retires

NEW YORK, Oct. 22—William A. Blount, exec vp of Liggett & Myers Tobacco Co., has been elected president, effective Dec. 1. He will succeed Benjamin F. Few, president since 1951, who will retire Nov. 30 under the company's mandatory retirement plan.

Mr. Blount, 61, was born in Washington, N.C., and was graduated from the University of North Carolina in 1920. After completing graduate work, he joined Liggett & Myers in Durham, N. C., in 1923; he became factory superintendent in 1925. He moved to the company's New York headquarters in 1930 and spent several years in the advertising department.

In 1934, he was made assistant supervisor, and in 1937 supervisor, of the manufacturing and leaf buying departments. He was elected a director of the company in 1941, a vp in 1943, and has been exec vp since last July.

■ Mr. Few joined Liggett & Myers in 1916 after taking a master's degree from Duke University. In 1920 he was appointed the company's representative in Manila; in 1930 he was transferred to the company's advertising department in New York. In 1936 he was made a director and vp.

Benjamin Few

William Blount

■ During Mr. Few's administration Liggett & Myers introduced its Chesterfield king-size, L&M filters, Oasis menthol and, last month, its new high-filtration cigaret, Duke of Durham.

Liggett & Myers in 1958 was the nation's 24th largest advertiser, with an estimated expenditure of $27,000,000, of which $20,308,827 was in measured media (AA, Aug. 31).

For the first nine months of this year, the company, which is ranked third in cigaret industry sales, had profits of $28,908,000 on sales of $418,577,000, compared with $22,585,000 and $411,983,000 respectively in 1958. #

Drive Against Featherbedding Uses Dailies, 7,500 Weeklies

In addition to 1,000-line ads in about 170 daily newspapers with circulation of 100,000 or more, the ad campaign by the Assn. of American Railroads (AA, Oct. 19) embraced more than 7,500 weekly newspapers. A 500-line ad similar to the 1,000-line ads ran in each weekly and all dailies that did not carry the 1,000-line ad, in what is reported to be the largest single insertion on record in weekly newspapers. Cost of weekly insertion is reported to be about $300,000.

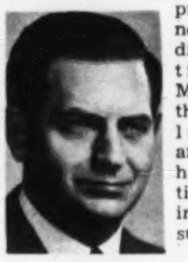
All the newspaper ads, which outlined the "featherbedding" problem, are aimed at mobilizing public support for the railroads prior to negotiations for new railroad wage contracts, due to open at the end of the month. The ads were placed through Benton & Bowles, with Weekly Newspaper Representatives Inc. handling the insertions in the newspapers.

Swan & Mason Is Formed; Takes Over Oral Roberts Account

NEW YORK, Oct. 21—A new agency, Swan & Mason Advertising, has opened home offices at 509 Madison Ave., with Oral Roberts Evangelistic Assn. as its first account.

The Oral Roberts organization, headquartered in Tulsa, has been handled by Geyer, Morey, Madden & Ballard. The account is expected to bill close to $2,000,000.

Robert G. Swan, for many years vp of Joseph Katz Co., will be president of the new shop and direct all creative activities. Mr. Swan left the Katz agency late last year, and since then has been vacationing and doing agency consulting work.



Robert G. Swan

Exec vp and treasurer of the new agency is Willard W. Mason, who has been with the Oral Roberts organization for the past four and one-half years. There he handled radio and tv production and also acted as agency liaison. Before joining the evangelist, he was with the Internal Revenue Service.

Mr. Mason will be in charge of business affairs and supervise branch offices to be set up in other cities. A branch in Tulsa has already been opened, with offices at 1720 S. Boulder. #

Metropolitan Buys WIP for $4,500,000 Plus

PHILADELPHIA, Oct. 22—Metropolitan Broadcasting Co. has purchased station WIP for a total sum in excess of $4,500,000, all in exchange of stock.

At the same time, John W. Kluge, chairman and president of Metropolitan, told a press conference today that the chain has also purchased WTVH in Peoria, Ill., from the *Peoria Journal*. WTVH is a uhf television station and an ABC outlet. WIP is a Mutual outlet.

The sale of WIP to Metropolitan marks the second time in a year this booming radio station has been sold. On Oct. 22, 1958, a group headed by Benedict Gimbel Jr. purchased the station from Gimbel Bros. Inc. for $2,500,000. The new sale is subject to approval by the FCC.

■ Mr. Kluge disclosed that the 56 stockholders of WIP agreed to accept a total of 150,000 shares of Metropolitan common stock. Metropolitan agreed to assume about $2,000,000 in station liabilities.

A new general manager is expected to be named for WIP. No other changes in personnel are expected to be made, Mr. Kluge said.

Metropolitan currently owns and operates WNEW, radio and tv outlet in New York; WTTG-TV, Washington, and WHK, Cleveland radio station.

The acquisition of WIP for more than $4,500,000 is believed to be the third highest sum ever paid for a broadcasting property. #

Recht & Co. Adds Three

Recht & Co., Los Angeles, has added three new accounts. They are Whiz Kids, Culver City auto dealer; Master Bluff Corp., discount department stores, and System Outlet Shoes.

IMPACT—*Woolite Co. reduced copy to the vanishing point in this page in the Oct. 26 Life. Similar ads are planned for the future, and this unit may run elsewhere. Charles W. Hoyt Co. is the agency.*

Westinghouse Halves Backing of Desilu Show

NEW YORK, Oct. 22—Westinghouse Electric Corp. will cut back sponsorship of CBS-TV's "Desilu Playhouse" from an every-week basis to alternate weeks, effective Jan. 1.

One reason for the cutback, it has been reported, was Westinghouse's heavy commitments on CBS-TV and CBS Radio for sponsorship of the 1960 election campaigns. About $6,000,000 has been appropriated for this coverage.

■ "Playhouse" was said to be costing Westinghouse about $12,000,000 annually in gross time and talent costs, and yet it hasn't been faring too well against ABC's "77 Sunset Strip." The company reportedly spent $8,000,000 annually on "Studio One," predecessor to "Playhouse."

CBS is expected to fill alternate weeks with specials. McCann-Erickson is the agency of record on the show. #

Lincoln Shift Consolidates All M-E-L at K&E

(*Continued from Page* 2)

compensate for the $1,500,000 or so that FC&B had invested in setting up Edsel marketing arrangements. The Lincoln and Continental lines, requiring less field staff to service, would be more rewarding, the sources indicated.

■ In announcing the switch this week, C. E. Bowie, general sales manager of the M-E-L division, said, "We make the change to obtain greater unity and continuity in our over-all advertising approach. It in no way reflects dissatisfaction with the previous agency, which has performed satisfactorily."

Commenting on the end of his three and one half year association with Ford, Fairfax Cone, chairman of FC&B's executive committee, said simply: "It's over, and I'm sorry."

Mr. Cone said the agency would make no cutbacks, because the general business increase the agency has been experiencing will more than offset the Lincoln-Continental loss.

■ Billings on the Lincoln and Continental have reportedly been running between $3,500,000 and $4,000,000 annually. #

Six Execs Leave Einson-Freeman, Set Trans-World Display

(*Continued from Page* 2)

he explained, "our group represented the younger element in the company. We decided that we wanted to try out some of our own ideas and experiments in the display field. So we're doing it."

Major emphasis of the new company will be on design and production of permanent display materials, utilizing plastics, wire, wood and metal. In addition, cardboard lithographed units, activated and illuminated displays, floor stands, counter merchandisers and supermarket spectaculars will be created to solve specific merchandising problems.

A separate division will specialize in design of packaging and creation of premium promotion.

■ At Einson-Freeman, N. J. Leigh, board chairman, said that Mr. Haas had not been chief art director of the company, merely an art director, and that Mr. Benchley had not been a vp or sales manager. Mr. Leigh refused to comment on the resignations, and said that no appointments had been made as yet to replace the six who had resigned. "We'll let you know when we're ready to announce something," he said.

At Trans-World Display, Mr. Haas insisted that he had been chief art director and that Mr. Benchley had held the positions named above. Mr. Haas said that he had plenty of evidence to prove it, if anybody wanted proof. #

Botsford, Constantine Drops Jantzen Men's Sportswear Account

(*Continued from Page 1*)

to justify in the light of present-day costs," he said. "We looked at the account closely and concluded that the amount of service and the nature of the service that has been required from us and that would continue to be required were out of proportion to any prospect of profitability of the account.

■ "It is fun to create good advertising campaigns, but basically we are in this business to make a dollar. In our analysis and undoubtedly in their analysis they will feel that this was a good move for them and for us, and we have nothing but the finest of feelings and relationships still."

The men's sportswear division bills about $300,000 a year, including export, and the foundation division bills about $500,000, according to Jantzen.

(Last February, ADVERTISING AGE mistakenly took the account away from the agency in reporting the loss, at that time, of the Jantzen women's sportswear division billing more than $1,000,000 a year, according to Jantzen, to Hockaday Associates. The inadvertence was straightened out in a subsequent issue [AA, Feb. 16, 23].)

Meanwhile, Homer Groening (a BC&G vp until early in 1958, when he left to form his own agency), hired by BC&G to be consultant to Jantzen on certain phases of men's advertising and promotion until late this summer, will follow through on completing the coming year's campaign for the footloose men's sportswear division. #

Dearborn Boosts Clemens

J. E. Clemens, formerly assistant advertising manager of Dearborn Chemical Co., Chicago, has been promoted to advertising manager, succeeding Howard W. Scaman, who has been named to head a new distributor sales division.

Protests Against Taxing 'Lobby' Ads 'Bury' IRS

WASHINGTON, Oct. 22—Internal Revenue Service officials appeared to be stunned today by the avalanche of protests which have poured in against proposed new regulations dealing with "lobbying" ads.

Three days after the deadline for comments, officials contended they are unable to disclose how many protests were received. They announced, however, that it has already been decided that a public hearing will be held before a final rule is adopted.

As announced Sept. 19, the proposed new rule seeks to clarify the tax status of certain kinds of opinion advertising. It represents a second start in the field. An earlier effort, which was announced three years ago, had been abandoned under the protests of business organizations.

■ In its new version, the regulation specifies for the first time that ads expressing social, economic and financial views of the taxpayers are acceptable business expense, so long as they are not used to influence legislation or the outcome of a public referendum.

Writing into the rule book for the first time the Supreme Court verdict rendered earlier this year in two major advertising "lobbying" cases, the regulation has aroused concern among trade association people in particular because it specifies that ads on legislative issues are not deductible even if the welfare of the business is involved.

■ This effort on the part of the revenue service to pin down nondeductibility of ads where survival may be at stake has been denounced by the U.S. Chamber of Commerce as "censorship by taxation." Internal Revenue Commissioner Dana Latham conceded in a recent speech that there are valid reasons for questioning this kind of a regulation, but he contended that the remedy is in Congress rather than at the revenue service (AA, Oct. 12.) #

Col. Wm. G. Abel, Prominent Canadian Adman, Dies at 67

TORONTO, Oct. 22—Col. William G. Abel, 67, a founder of Cockfield, Brown & Co. and well-known adman in both Canada and the United Kingdom, died at Sunnybrook Military Hospital here Oct. 17.

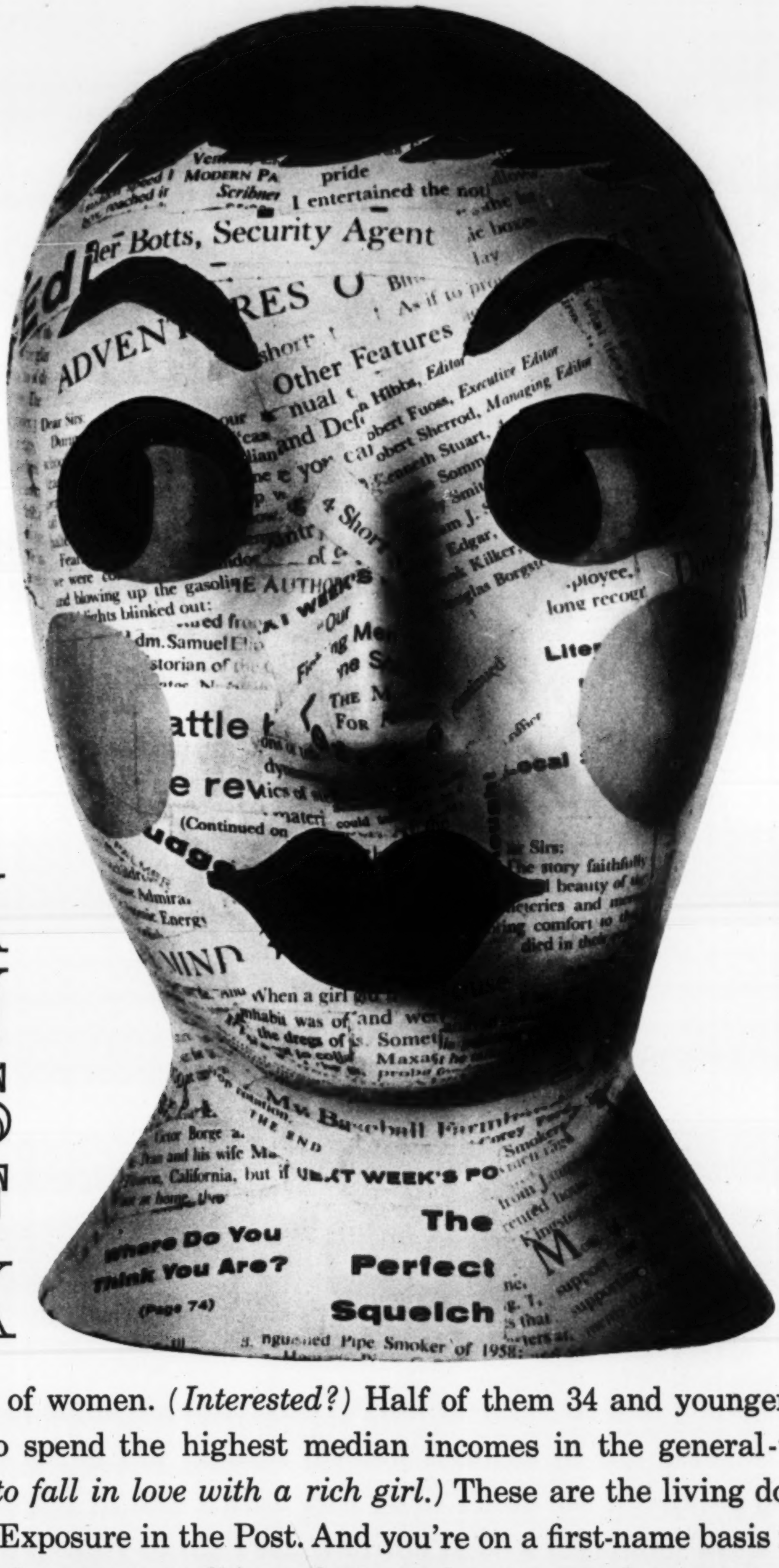
Born in Dutch Guiana, he came to Canada when he was 18 and served in World War I in the Fort Garry horse unit. Later, after helping found and working with Cockfield, Brown, Col. Abel served as a director of MacLaren Advertising and for a time was manager of the agency's London office in England.

He was responsible for the introduction of Canadian soup products in British markets and also directed Canada Calling, a project aimed at stimulating tourist travel in Canada.

After the war he returned to the Toronto office of MacLaren. He resigned in 1954 to become a vp of Walsh Advertising. He retired from that agency two years ago. #

Allen Joins Ad Analysis

Gerald C. F. Allen, formerly a research specialist with the *Chicago Tribune*, has been named operations manager of Advertising Analysis, Chicago.


Botts, Security Agent
ADVENTURES O
Other Features
Where Do You Think You Are?
(Page 74)
The Perfect Squelch
NEXT WEEK'S PO

APX
IN
TERMS
OF
SEX

Women. Millions of women. *(Interested?)* Half of them 34 and younger.* *(Sure you are.)* Women who spend the highest median incomes in the general-weekly field. *(It's just as easy to fall in love with a rich girl.)* These are the living dolls you meet through Ad Page Exposure in the Post. And you're on a first-name basis fast—because the Post is the hi-frequency medium, where readers turn and *return* to your ad page more than 29 million times. That's proved by the national, 12,000-sample Politz APX study. *(If your campaign's chasing women, run it in The Saturday Evening Post!)*

*A younger median age than either Life or Look gals

A CURTIS MAGAZINE

The Saturday Evening
POST

Sell the
Post-Influentials
With
HI-FREQUENCY
Ad Page
Exposure

R.T. Handville

Out of a thousand college graduates...

how do you find one "Bill Schall"?

"William C. Schall, Assistant Editor," shines new and bright on Chemical Engineering's contents page. We think you'd like to know him better because he's a typical example of McGraw-Hill's editorial training at work.

Bill was discovered about a year ago at Carnegie Tech by a member of our Editorial Director's staff. He was an older "young man," back earning his B.S. in Chemical Engineering after a hitch in the artillery. He also edited "The Carnegie Technical," worked one summer as an editor with a professional engineering society.

Bill showed so much promise that he was asked to submit an autobiography. Next step: a special assignment to test his writing talent. Then, a series of screening interviews by senior McGraw-Hill editors. Successful, he moved on to six months of actual on-the-magazine editorial training. Along with it, he participated in classes in writing, publication production, workshop groups. Finally—a regular editorial berth on Chemical Engineering.

Bill Schall, as we said above, is a typical example of our editorial training at work. Other young men from the class of '58, whose careers parallel Bill's, include: George Finnegan, B.A., Oberlin and M.B.A., New York University, now Assistant Marketing Editor, Business Week . . . Jim Bower, B.A., Journalism, Texas A & M, now Assistant Editor, Petroleum Week . . . Joel Roth, B.S., Civil Engineering, Case Institute of Technology, now with Engineering News-Record . . . Jack Hess, B.A., M.A., English, University of Iowa, now Assistant Editor, Fleet Owner.

Out of a thousand college graduates, let's say, we're shooting for one "Bill Schall." And such pains in the selection and training of our editors carry over to the printed page . . . adding another reason why more than a million key men in business and industry pay to read McGraw-Hill publications.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.

The Editorial Viewpoint . . .

Group Selling Under Fire

The advertising business should probably be paying more attention than it is to a series of hearings now being conducted by the Federal Trade Commission with the ostensible purpose of determining whether Associated Construction Publications is operating so as to restrain trade or foster monopoly.

Associated Construction Publications is a sales organization representing a number of regional construction magazines published throughout the U. S. which are independently owned and operated. ACP functions as a sort of national sales agency, making the entire group available on a single purchase.

In so doing, ACP seems to us to operate in exactly the same way that scores of other media sales organizations operate. You can buy groups of state medical publications, or school journals, or newspapers, or transit franchises, in precisely the same way. Group selling has been a legitimate and a sensible and accepted method of selling in the media field for decades.

Why, then, this sudden effort by the FTC to stop the practice in the case of ACP? The FTC doesn't tell why or under what circumstances it initiates such action, but it is clear that if it tries to stop the ACP operation, many other advertising organizations will be affected.

Keeping an Eye on the Ball

It seems surprising that creators of advertising should constantly need reminding about what advertising is supposed to be and do, but it is apparently true. For example, at the Four A's meeting last week, Draper Daniels, who heads up creative activities for Leo Burnett Co., warned writers to "keep in mind that the objective of a tv or radio commercial is not to make people say, 'What a clever commercial,' but, 'What wonderful stuff. I want some'."

And he added that a dull commercial that says something will sell more than an engaging commercial which says nothing beyond "name of product, cha-cha-cha."

It's amazing how often this simple fact of life seems to be forgotten.

Kintner on Self-Regulation

"There is this to say about self discipline," Earl Kintner, chairman of the Federal Trade Commission, told the National Assn. of Broadcasters last week: "It can keep you out of considerable trouble with the government."

Mr. Kintner might have added that it can also keep you out of considerable trouble with the public, with your customers, and with your competitors.

The broadcast industry has been hit hard by the exposures in the quiz show inquiries, but we believe it has already demonstrated that it will do its best to make amends by adopting procedures which are calculated to prevent a recurrence of any such hoax. CBS will remove all programs relying on lavish prizes from the air; NBC says it believes that other moves make more sense. But it is safe to assume that, having been badly burned, the networks will institute a pretty effective fire prevention system in this particular area.

The bigger problem—and one which must ultimately be solved—is to revise the programming system in broadcasting so that it is easier to determine and allocate responsibility, and easier to keep control all the way down the line. The broadcasting business has always been—and is now more than ever, in some respects—a peculiar jumble of diverse interests and authorities, not always moving smoothly along the same path.

There are networks and stations, theoretically in control of their programs, but there are also independent packagers and talent agencies sometimes exercising enormous control over programs and program content; and then, of course, there are advertisers and agencies, frequently doing a second-guessing job from the wings.

In this jumble of divided authority and divided responsibility, a good many things seem to happen which might not happen if the lines of authority and responsibility were clear and sharp.

# # #

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 630 Third Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 1709 W. 8th St., Los Angeles 17 (HU 3-0561); 703 Market St., San Francisco 3 (DO 2-4994); 520 S. W. Sixth Ave., Portland 4, Ore. (CA 6-2561); 99 W. Bethune, Detroit 2 (TR 2-7211).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor, **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Merle Kingman**.

Associates: New York—**Charles Downes, Lawrence Bernard, Phyllis Johnson, Denis Higgins**. Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, John S. Lynch, Lawrence E. Doherty, Cynthia Eaton.**

F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **Malcolm P. Austin**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston**. Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Jack Barnett**. Los Angeles: (Simpson-Reilly Ltd.) **Walter S. Reilly, James March, William L. McRae**. San Francisco: (Simpson-Reilly Ltd.) **Wayne Stoops**. Portland: (Frank J. McHugh Co.) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co.) **Thomas A. Knowles.**

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Gladys the beautiful receptionist

—Bob Dunn, Batten, Barton, Durstine & Osborn, Chicago

"He said they were having a heat wave in Capistrano—but relief is just a swallow away."

What They're Saying . . .

The Offendables

Today, more of us are offendable than at any other time in history. The number increases. There are two reasons for this, one of them is practical, the other hard to define.

The first reason is that more of us read, more of us look at television and the cinema, more of us travel and annoy one another. Persons whose blood boiled only once in a lifetime can now have it brought to the boil every night of their lives.

Why are we so easily offended now? We are rightly offended by errors of fact. But why are personal descriptions and interpretations offensive to us? I think the tendency of modern society is to make us think there is only one view, that there is a mysterious standard eye or opinion like the standard inch. That very unobjective word "objective" is constantly used. The superstition is natural; we, the offended, are fed on the single view of propaganda, advertising and myths. If we are subject to rival propagandas, we have the illusion that there is a third mysterious something somewhere that will decide the issue. We have come to accept only the advertised view of things: If it disappoints us we do not start looking at the things for ourselves, but look for another advertisement. As far as writers are concerned this means they are read widely and with growing irritation; that is to say, if they are not writing what is virtually advertising copy.

But the second reason for the increase in the number of the offended is far more important. More people are offended because more people are insecure. More people in the world are uprooted and unsure of themselves. There are more chips on more shoulders.

—**V. S. Pritchett, in the November issue of Holiday.**

Why Obsolescence?

Clothes, furniture, dishes, mechanical or electrical devices can all be made to last longer at very little additional cost, but neither the majority of consumers nor the manufacturers are interested in this. Most consumers in an affluent society do not want products to last too long, and they are not willing to pay for lasting qualities. Manufacturers, of course, are interested in increasing sales.

—**Louis Cheskin, director, Color Research Institute, in "About Marketers, Consumers & Critics."**

Rough Proofs

Newspaper publishers who are carrying the series of railroad ads on featherbedding can sympathize; they've been trying to get rid of "bogus" ads for an awfully long time.

•

Loyd Coleman says advertising exerts a civilizing influence on the human race.

That's right—think how many women advertising has persuaded to substitute curly locks for straight, stringy hair.

•

"You can't overlook the American banker," says an ad signed by you know who.

The problem at times is to keep him from overlooking you.

•

The Florists' Telegraph Delivery Assn. is inviting one and all to vote for a national flower, but since the balloting is being done during the football season, this may give an unfair advantage to chrysanthemums.

•

The office iconoclast insists that the custom of gals wearing 'mums to football games went out along with rumble seats and raccoon coats.

•

Dr. Price's Golden Medical Discovery, which must be celebrating its golden anniversary right about now, is starting a big new campaign to catch the interest of the modern generation.

•

CBS has announced that it will no longer offer its facilities to shows that feature lavish prizes or large sums of money.

The pickin's for the fixers will be pretty slim.

•

The Department of Agriculture, which issued that unsolicited testimonial in favor of newspaper advertising of food products, is learning from competing media one of the primary facts of advertising life.

•

"Admen work too hard, think too little, Day says."

As the man said, when so many things are urgent, there isn't enough time for those which are merely important.

•

"Nationwide Sees 20 Presentations, Renames Sackheimer," reports the world's greatest advertising journal.

For the other 19, it was just a dry run.

•

Two out of three families are regular consumers of ice cream, a research report submitted to the industry indicates, and of course most of the customers continue to say, "Make mine vanilla."

•

"The chemical engineer," remarks *Chemical Engineering*, "tends a 75,000,000-acre garden."

Yes, and think how many million weeds he has to get rid of.

COPY CUB.

In the Washington, D. C. metropolitan area

Sixty-five per cent

of all families with children read

The Washington Post.

This is more families with children

than read both other Washington

newspapers combined.

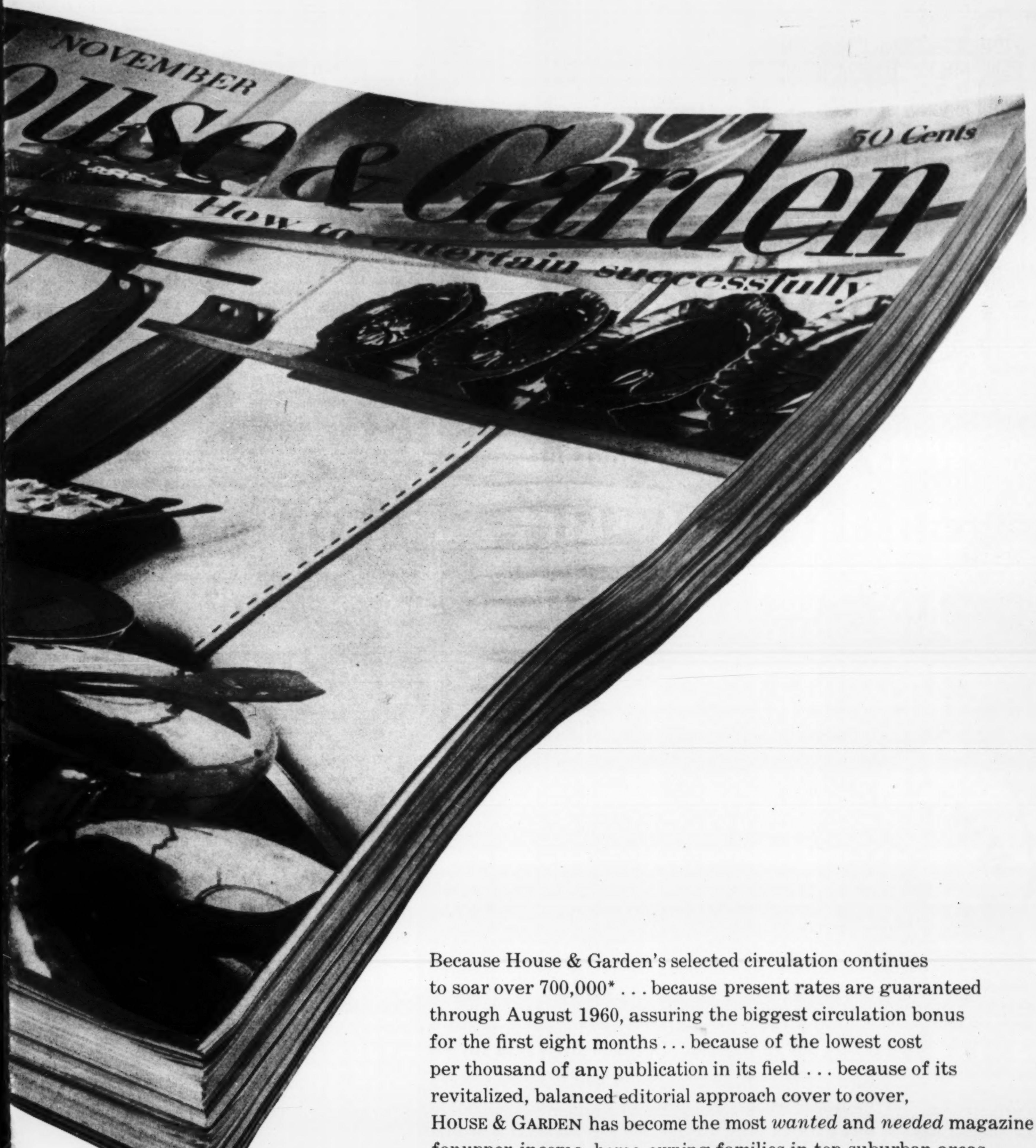
Publication Research Service
of Chicago, March, 1959

For More Than 20 Years Washington's R.O.P. Color Newspaper

Represented By: Sawyer, Ferguson, Walker Co.—New York, Chicago, Detroit, Atlanta, Philadelphia, San Francisco, Los Angeles; Joshua B. Powers, Ltd.—London, England; Senor G. Enriquez Simoni—Mexico City, Mexico; Allin Associates—Toronto and Montreal, Canada; The Hal Winter Co., Florida Hotel and Resort adv. rep.—Miami Beach, Florida; Tom McGill, New England Hotel and Resort adv. rep.—West Roxbury, Massachusetts; Lou Robbins, New York and New Jersey Hotel and Resort adv. rep.—1265 Broadway, N.Y., N.Y.; Puck, The Comic Weekly.

1001 Gifts–
55 under 5
Smörgåsbord Cook Book

NOW,
TOO BIG
TO BE OVERLOOKED!



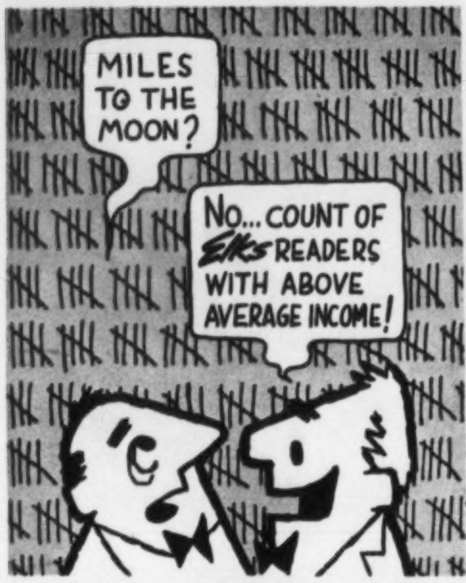
Because House & Garden's selected circulation continues to soar over 700,000* . . . because present rates are guaranteed through August 1960, assuring the biggest circulation bonus for the first eight months . . . because of the lowest cost per thousand of any publication in its field . . . because of its revitalized, balanced editorial approach cover to cover, HOUSE & GARDEN has become the most *wanted* and *needed* magazine for upper-income, home-owning families in top suburban areas. Now, more and more leading advertisers realize House & Garden cannot be overlooked! Clearly, H&G should head *your* media schedules in 1960!

House & Garden

A Condé Nast Publication · 420 Lexington Avenue · New York 17 · Boston · Chicago · Los Angeles · Miami

---

**Publisher's estimate ABC 12/31/59*


MILES TO THE MOON?
No... COUNT OF Elks READERS WITH ABOVE AVERAGE INCOME!

Elks median income again leads that of all other men's magazines in the 1959 Starch Report.

1.2 million Elks are *first* in median income with $7220 ... *first* in percent of readers earning $7000 or more ... *first* in more ownership classifications than any men's magazine reported.

Investigate this leading male market. Ask your local ELKS representative for the complete market story, or write for your copy of our fact-filled booklet—"The ELKS Market."

THE Elks MAGAZINE

New York, 386 Fourth Ave.
Chicago, 360 N. Michigan Ave.
Los Angeles, 1709 W. 8th St.

WWTV Alone Sells the Market:

CADILLAC AREA SALES ARE GREATER THAN NEW HAMPSHIRE'S!

NCS No. 3 shows that WWTV has daily circulation, both daytime and nighttime, in 36 Michigan counties.

Retailers in the Cadillac-Northern Lower Michigan market sell more goods than are sold in all of New Hampshire*!

And no other salesman even *begins* to cover this market for you as well as WWTV, Cadillac! WWTV has NCS No. 3 daily circulation, *both daytime and nighttime*, in 36 Northern Lower Michigan counties. The Cadillac-Traverse City metropolitan area ARB survey (May, 1959) gives WWTV the No. 1 spot in 202 of 250 competitive quarter hours surveyed, Sunday-Saturday.

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of out-state Michigan worth having. *If you want it all, give us a call!*

The Felzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

**New Hampshire's retail sales (1/1/58-1/1/59) were $689.8 million. Sales for the same period in 36 Northern Lower Michigan counties were $809.7 million.*

AM-TV-FM

WWTV

316,000 WATTS ● CHANNEL 13 ● 1282' TOWER
CBS and ABC in CADILLAC
Serving Northern Lower Michigan

Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

"What End But Love," the third novel of **Gordon Webber**, vp and creative group head at Benton & Bowles, will be published Oct. 26 by Little, Brown & Co. It's "The Story of America's Love Affair with the Automobile," which figures since the author is an admitted autophile and founding president of the Classic Car Club of America. His first two novels were "Years of Eden" and "The Far Shore" ...

Three red-letter days in the life of **David Lippincott**, associate creative director in the home office of McCann-Erickson: On Oct. 15, he was made a vp. On Oct. 16, he married Joan Bentley. On Oct. 17, he and his bride departed on a European tour ...

LaCretia Ferre, a secretary at Hicks & Greist, New York, made her recital debut in Carnegie Hall Oct. 18. A soprano, she has studied and toured abroad and won several awards ... **Victor Grohmann** of Needham & Grohmann and **Mrs. George H. Hill**, vp of Al Paul Lefton Co., are the two agency executives among the 250 alumni attending the annual meeting of the Cornell University council and board of trustees ...

Joseph Arcisz, New England manager of *American Home*, harpooned a 12 foot, 1,400 lb. shark while fishing for tuna the other day. Four and a half hours later he brought it aboard ...

N. W. Ayer aviso: A year ago, **Thomas A. Knitch**, tv art director, bought a sad-looking three-story row house and set to work. Now completely renovated, the house was displayed on a Center City tour of homes, and featured in a recent article in the *Philadelphia Sunday Bulletin* ... A group of gouaches by **Paul Darrow**, in Ayer's art department, is on exhibition throughout October in the Philadelphia Art Alliance ... On the morn of his wedding anniversary, **Bill Kane** of Ayer's media department won $100 as first prize in a WIBG contest—thus providing a handy anniversary present for Mrs. Kane that evening ...

To the bride: **Mary Lou Kingsbury** of the foreign news service at Time Inc., was married Oct. 3 to **Frederick Lamont Jr.**, a producer in the radio-tv programming department of Compton Advertising, New York ... **Joan Mildred Hess**, until recently managing editor of *American Artist Magazine*, was married Oct. 4 to **Frederick Albert Michel**, eastern ad manager of Gillette Publications ... Overseas with JWT: Britisher **Dennis Lanigan**, account director in charge of Unilever business for J. Walter Thompson in Germany, recently married an American, **Jean Sanderson**. She was formerly with Robert Mullen Public Relations, Washington, and before that worked with JWT in Italy and France ... Another Britisher, **Colin McIver**, account representative with JWT in Germany, married **Sheila Hamm Haynes**, an American working for *Vogue*, on Oct. 9 in London ...

ADMAN TURNS DISC JOCKEY—*Bob Hyland (left), CBS-Radio vp and general manager of KMOX, St. Louis, tutors Harry Chesley, president of D'Arcy Advertising, for his debut as a KMOX disc jockey. The adman was substituting for Jack Buck on his late evening show, and used the opportunity to promote the United Fund Drive for Greater St. Louis, of which he is chairman.*

LUCKY FOURSOME—*The fishermen (l to r): Harry Grinton, vp, and Charles Farran, president of Griswold-Eshleman, Cleveland; John Taylor, western sales manager of Business Week, Chicago, and Phillip Reuprecht, vp of McGraw-Hill, Detroit. The haul: Rainbow trout and grayling up to 3½ lbs. The place—the Madison River, near Ennis, Mont.*

Fred Lockwood, Middle Atlantic representative for Ames Publishing Co., Philadelphia, is doing fine after an emergency appendectomy ... Fred Crawshaw of the San Francisco office of Young & Rubicam is recuperating from a recent operation ...

Activities *unlimited:* **John E. Slater**, publisher of McGraw-Hill's *Fleet Owner*, has been elected to the board of governors of the National Highway Users Conference. He was also recently elected to the board of the National Assn. of Motor Bus Operators ... **W. A. P. John**, the only living founder of MacManus, John & Adams, has been busy heading up a $50-a-plate Republican testimonial luncheon in Detroit Oct. 22 ... **Frederick E. Baker**, senior partner of the Seattle agency bearing his name, served as chairman of the third annual workshop of the Puget Sound Industrial Development Council. One of the founders of the Seattle area industrial council, he is now its director ... **James A. Stewart**, president of his own Pittsburgh agency, has been named a U.S. Navy special public information associate ...

a new study of the male youth market through the audiences of seven magazines

Boys' Life

LOOK

Junior Scholastic

LIFE

Scholastic ROTO

The Saturday Evening POST

Senior Scholastic

For the first time. A full scale interview study of a national sample of the male youth market (11,770,000 boys 10 to 17). Conducted by the Eugene Gilbert Youth Research Organization for BOYS' LIFE magazine. Compares the 10 to 17 male youth audiences of the seven magazines that serve significantly large segments of this population group. Includes detailed comparison data on readership of the seven magazines, purchase and buying influence of thirty-seven products oriented toward youth sales or use, audience vital statistics, living standard and family socio-economic status. Available late November, 1959. Please request copies by mail: BOYS' LIFE Promotion Director, 2 Park Avenue, New York 16, New York.

Boys' Life

2 MILLION

Levy Bread's Rise (in Sales) Told to Touring Bakers

NEW YORK, Oct. 20—The marketing strategy behind Levy's bread was studied today by a cognizant gathering: 20 bakers from Europe and South Africa.

The bakers are in the U. S. on a two-week "baking industry tour" which will show them everything from wheat fields to wrapped loaves. The marketing session with Henry S. Levy & Sons was by special request of one of the tour members—the fame of Levy's prize-winning posters having spread overseas.

The Levy story—as recounted to the group by Joshua Epstein, account supervisor at Doyle Dane Bernbach—began in 1949 when the company became one of the four charter accounts of that young upstart agency, Doyle Dane Bernbach. The account was not too promising: the company was reorganizing under the bankruptcy act, it had but 32 delivery trucks, with distribution in Brooklyn only.

■ The story is different today: Sales volume has tripled and net sales have zoomed to over $6,000,000. The company has five times as many delivery trucks as in 1949 (164 now compared to 32 then), serving four times as many stores (4,600 now compared to 1,200 before). Distribution has been extended to a 50-mile radius of New York.

"And all of it has been the result of advertising," Mr. Epstein told the group in a loud, clear voice. "Consistent, hard advertising."

The company spends about 4% of net sales on advertising, "about twice as high a percentage as the other bread companies," he said. The current budget is about $250,000.

■ Levy's ad formula, he said, is to use "very bold advertising with daring use of pictures and a minimum of words, to build up appetite appeal.

"To make bread appetizing, we show it in conjunction with other foods," he pointed out—rye bread and roast beef, cheese bread and sliced tomatoes, cinnamon raisin and cream cheese, etc.

6 different kinds of bread
(and what each goes best with)

"To attract attention, we use off-beat, incongruous ideas. We don't even show the package; we're more interested in building up appetite appeal and the Levy name."

Levy's advertising is planned not just to create customers, he said, but also to convince store management of two things: (1) That Levy's bread will sell fast and (2) that if stores do not carry it, customers will start shopping in stores that do.

"In a special campaign to force new grocers to take us on, we ran a series in 1954 showing women fighting with their grocers," Mr. Epstein pointed out. One such ad showed an indignant woman wrapping a string of sausages around her grocer's neck. The contrite man is promising: "All right already. I'll have Levy's for you tomorrow." This was "a very successful campaign," he assured the group.

■ Subway posters get about 20% of the Levy budget, and they are scheduled year-round, he said. Each poster is up for one month, although "we may come back in a year and put it up again."

The rest of the advertising runs from Labor Day through the end of March. "We've found it is twice as effective to consolidate our advertising in six months of the year, since bread consumption falls off sharply in summer.

"We can tell just what the temperature was the day before by looking at our sales figures—or at our unsold loaves. We Americans have a great disease called a sweet tooth, and in summer we eat ice cream, drink soft drinks, and the like, which rob us of our appetites and we eat less bread. Consequently, we advertise less then," he explained.

■ This year the company is dropping radio and tv spots and concentrating its advertising in newspapers and subway posters. The reason is that the company wants to play up its six types of bread at once in the same ad—"and that's something we can't do on radio or tv."

Therefore, starting Sept. 19, the company began running weekly ads (full pages and 1,000 lines) in the *New York Daily News*, *Post* and *World Telegram*. It is also continuing its participation

"Why one magazine was our obvious first choice for introducing this new product"

A new appraisal of advertising values from one of America's great companies . . .

IN SELECTING media for an important new product announcement, why did The Hoover Company arrive at Reader's Digest as its first choice?

"We and our advertising agency, Leo Burnett Company," says Hoover, "concluded that the Digest offers us four clear-cut advantages:

1 "First," Hoover points out, "the Digest has a proved record of success in launching new products."

Among the many new products introduced with conspicuous success in Reader's Digest are Dove bath and toilet bar, Johnson's all-new Glo-Coat wax, Glamorene and Adolph's Meat Tenderizer.

2 "People believe what they read in the Digest."

Survey after survey has shown that readers have greater faith in Reader's Digest than in any other advertising medium. For any product, the Digest accepts only advertising that meets the highest standards of reliability. Of major advertising media, it alone accepts no alcoholic beverages, no tobacco products, no patent medicines.

3 "In the Digest we can tell our story instantly to the largest audience of readers in history."

Reader's Digest reaches nearly a third of all American homes—more than 12,000,000 families, more than 35,000,000 readers. The Digest audience is larger than that of any other magazine, any newspaper or newspaper supplement, or the average nighttime network television program.

4 "The Digest audience has more of everybody we want to reach:

—"More people with the money to buy new products . . . people who set higher living standards for their own communities."

on the Carlton Fredericks nutrition show on WOR. "The women follow him like Pied Piper."

Mr. Epstein said another reason they aren't on tv this season is that "We can't buy good time now." When Levy was on tv it had three 20-second spots which ran 23 times a week, buying all times of day from 7 a.m. to midnight.

■ Originally Levy's sold only one bread: Levy's Real Jewish Rye (for which the greatest number of customers are non-Jews). But two years ago it added five other breads to combat competition from local bakeshops and to justify the expense of Levy drivers calling daily at each store to deliver fresh loaves and to collect unsold stale loaves.

This practice of picking up stale loaves was a puzzling practice to the visiting bakers, who said this was an unknown policy in their countries.

"What do you do with all that stale bread?" they asked.

"Grind it up for chicken feed," Mr. Epstein replied. "We have well-fed chickens in America.

"Our drivers must be scientists," he told the group. "We try to keep our returns down to 3%, so they must figure out very closely just how many loaves to leave in each store each day, taking into consideration holidays, the temperature, the day of the week, etc. Each driver handles from 60 to 80 stores, depending on traffic conditions. They work on an 8% commission with a guaranteed minimum salary of $100 a week."

Bread consumption is definitely decreasing, but due to population increases sales are at an even keel, Mr. Epstein said. The favorite bread of America is still the soft white bread made of bleached flour. Crusty bread like Levy's is available only in New York and in a few other large cities. "In New York, for every piece of Levy's, 25 pieces of regular white bread are eaten," he said.

■ The bakers are visiting the U.S. on one of several "industry" tours planned by Tour America and Pan American Airways. Marketing sessions are particularly popular with tour members because they feel that marketing is a field in which America is often more advanced, according to Jorg de Chochor, manager of Tour America.

This is not always the opinion, however, where manufacturing methods are concerned, he said. Many European factories have been newly built since the war, and they are often considered superior to American factories, he told ADVERTISING AGE. #

THE READER'S DIGEST
HOOVER'S SURPRISING NEW INVENTION CLEANS UP THE DIRTIEST JOB IN THE HOUSE
Washes floors and drinks up its own scrub water!
1. WETS the floor with clean water and detergent!
. . . Gets floors cleaner because the dirty water you vacuum up is kept separate.
2. SCRUBS it thoroughly!
. . . The nylon-bristle nozzle swivels to go into corners and under most everything.
3. VACUUM-DRYS it instantly!
. . . No rinsing, no wiping. Just push a button. Your hands never touch water.
HOOVER
HOOVER ELECTRIC FLOOR WASHER
by the makers of Hoover Vacuum Cleaners

This full-color advertisement appeared in the October Reader's Digest.

The Digest is read each month by more than half the U.S. families with incomes over $10,000.

—"More people who already own Hoover products."

Digest families buy over 30% of all new vacuum cleaners.

—"More people who live in homes that they own."

22,300,000 Digest readers are in home-owning families.

—"More people looking for an unusual Christmas gift."

Digest readers buy nearly one-third of all gift merchandise sold in the U.S.

Summing up, The Hoover Company says, "The Reader's Digest climate and readership are perfect for the introduction of our exciting new Electric Floor Washer."

Quick facts for busy executives

Only Reader's Digest offers all these advantages to help your advertising dollars work harder:

- 4-color advertising for only 13.1% more than black-and-white. Lower cost-per-thousand for 4 colors than any other major magazine offers for black-and-white.
- 2 colors at the same cost as black-and-white.
- Bleed-page advertising—40% more space—at no extra cost.
- Half pages in 2 and 4 colors.
- All advertising placed adjacent to editorial.
- Over 12,000,000 copies bought each month.

and only ONE can give you TOTAL Coverage in the PONTIAC AREA

98% of the homes in Pontiac take The Press. 74% of Press readers take no other daily newspaper. 88% take no other evening paper. Total Selling needs Total Coverage. In Pontiac, Total Selling Means The Press.

THE PONTIAC PRESS
PONTIAC • MICHIGAN

Scolaro, Meeker & Scott, New York, Philadelphia, Chicago and Detroit
Doyle & Hawley, San Francisco and Los Angeles

Your Ad Headquarters in Chicago
Executive House
71 E. WACKER DRIVE
Chicago's new hotel within walking distance of over 5 Billion Dollars in ad billing
Visit Executive House Dining Room & Cocktail Lounge

Shell Tests Newspaper Ads

Shell Oil Co. is testing a series of six 1,800-line ads in newspapers in Fresno, Cal., Grand Rapids, Mich., and Portland, Me., similar to the safety quiz campaign ads it ran in 1956 (AA, Jan. 23, '56). Current test ads will run for four weeks. If the ads prove successful, the company will launch a national campaign early in 1960. Kenyon & Eckhardt is the agency.

'American Press' Names Rep

American Press, New York, has appointed Siddon Masse Co., Cleveland and Buffalo, advertising representative in Ohio, eastern Michigan, western New York and western Pennsylvania territories.

Merchandising Ideas

Hobby Industry Handbook Out

• "Merchandising Hobbies," a handbook compiled for operators of hobby stores or hobby departments, has been published by the Hobby Industry Assn. of America, 1528 Walnut St., Philadelphia. The 134-page handbook contains sections on planning and operating the hobby shop, and displaying, controlling, promoting, moving and repairing the merchandise. Price is $10.

DR. PEPPER'S DIAMONDS—*Four beauty title holders and contest winners illustrate Dr. Pepper Co.'s 1960 calendars, now being made available to Dr. Pepper bottlers. Each girl wears diamond jewelry in commemoration of the company's 75th anniversary.*

Matches Warm Tire Sales

• The Kelly Springfield Tire Co., Cumberland, Md., has designed a novel medium—inexpensive match books—to help get distributor and associate dealer salesmen to look at tires to determine who their tire sale prospects are and then ask them to buy tires. The match books come in five designs, with a printed "safety-test" message inside. By inserting the end of the match book into the tire tread, the prospect can be graphically shown the difference between his smooth tire and the tread depth of a new tire. Kelly says distributor response has been excellent. As one Kelly distributor said, "What a hot approach to matchless passenger tire sales!"

ARMOR TRAC
KELLY TIRES
KELLY Prestige
KELLY
SAFETY TEST

HOT APPROACH—*Kelly-Springfield Tire Co. is using these matchbooks to show tire prospects the need for new tires.*

Opener Bid Holds Opener

• "Don't miss the opener," began an invitation from Westinghouse Broadcasting Co. to attend the San Francisco Conference on Local Public Service Programming last month at Stanford University. The invitation urged the recipient to "plan to attend the pre-conference activities," and to emphasize the point, a bronze letter opener with a historic cable car on top was included in the folder. #

General Outdoor Names Two

General Outdoor Advertising Co., Chicago, has named W. Bruce Clark general sales manager and Robert C. Thompson sales manager of its electrical advertising division. Mr. Clark has been with the company since 1949. Mr. Thompson was formerly manager of the dealer display division, in Chicago, of Federal Sign & Signal Corp.

A ONE-IN-A-MILLION TEST MARKET . . .
one newspaper . . .
and a million and more prospects!

You can now cover one of the nation's top three test markets (and the Number *One* test market in New England) thoroughly and *more economically than ever* with The Providence Journal-Bulletin. New Journal-Bulletin package plans—explained at right—make it easy.

And you'll like what The Providence Journal-Bulletin delivers. This one medium is the strongest selling force *throughout* New England's second largest market . . . a million-plus interstate population center where buying power is BIG . . . bigger than ever, as Sales Management shows.

In ABC Providence alone, The Journal-Bulletin gives you 100%-plus coverage of over 500,000. In the CITY-STATE area, you get more than 80% coverage.

Isolated from other major markets . . . representative and well-balanced between urban and suburban . . . cosmopolitan in composition . . . the bustling Providence market offers you the ideal testing grounds for new products, new packaging, or sales promotion ideas.

New Journal-Bulletin Package Plans

Low Cost Gravure Opportunity—Your gravure advertising in This Week Magazine or locally-edited Rhode Islander may be adapted for Journal-Bulletin combination, black and white, at $.44 a line, using same copy. (Min. b&w size to be at least equal to the gravure, and combination to be completed in same calendar week.) We make plates, no charge. Ask about it.

Job-tailored Combinations—You have a choice of combinations to fit your campaign program and budget:

Combination:*	Circulation	Line Rate
Morning and evening	201,503	.62
Sunday Journal	188,039	.60
Sunday and Morning	245,758	.70
Sunday and Evening	331,823	.98
Sunday, Monrning, Evening	389,542	$1.04

(ABC circulation, March 31, 1959)

*Daily copy may run morning and evening or evening and morning. Sunday and daily combinations may start preceding Thursday A.M., to be completed with Tuesday P.M. editions. Holiday Journal not sold in combination.

Write for full market data or Package Plan information to Frank S. Rook, Manager, General Advertising, The Providence Journal-Bulletin, Providence 2, Rhode Island.

PROVIDENCE JOURNAL-BULLETIN

Represented Nationally by Ward-Griffith Co., Inc., New York, Boston, Detroit, Chicago, Philadelphia, San Francisco, Atlanta, Miami, Charlotte, Portland, Ore.

WIN AN ADMAN'S ROUND TRIP TO PARIS!

2 First-Class Flights New York to Paris and return

Smokey's Commandments
BREAK MATCHES
CRUSH SMOKES
BE SURE ALL FIRES ARE OUT!
SMOKEY
ADVERTISING COUNCIL PUBLIC SERVICE
Remember-Only you can PREVENT FOREST FIRES!
PACIFIC OUTDOOR

How many people will pass this Smokey Spectacular?

IT'S A PACIFIC OUTDOOR ADVERTISING CONTEST... to honor one of The Advertising Council's most famous public service projects: The Forest Fire Prevention campaign – starring Smokey Bear. Next May, the Volunteer Task Force for this campaign will present the 20th Annual Campaign to The Advertising Council.

How to enter

Answer these two questions:

1. How many people will pass Pacific Outdoor's Smokey Bear Rotating Spectacular (above)?
2. How many acres will be burned by forest fires in the U.S. in 1959?

Put answers on the entry blank (right)... sign the Smokey Bear Pledge... and mail.

Information you'll need to win

About Smokey Bear:

Smokey, the forest fire preventin' bear, has become an international symbol of fire prevention.

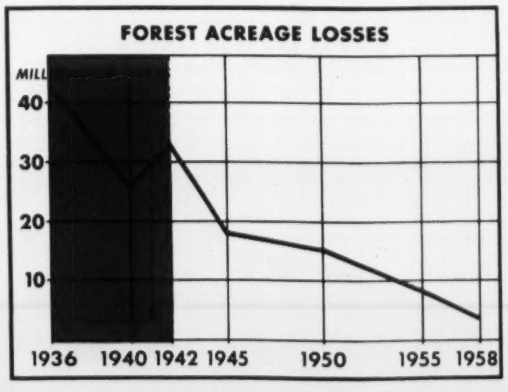
His vivid written and spoken fire prevention messages have captured the imagination of young and old alike – and as Smokey's influence has gone up, forest fire loss has gone down... from 31,854,124 acres burned in 1942, to 3,280,000 acres in 1958. (See chart.)

Smokey has been officially credited with saving $10 billion in timber and natural resources that would have been destroyed if forest fires had continued at their old rate.

About Pacific Outdoor's Smokey Bear Spectacular:

Southern California – Pacific Outdoor's operating territory – this year faces its worst forest fire threat in history. The 1958-59 rainfall year was the driest in Weather Bureau records.

To help fight the threat, Pacific Outdoor is contributing a 65-ft. embellished painted bulletin in a special Rotating Plan showing for six months – from July 16, 1959, through January 16, 1960. This Smokey Bear spectacular will move monthly to other locations on major arterials in metropolitan Los Angeles. (Its first showing was on Wilshire Blvd. – opposite famed Perino's Restaurant.)



Smokey Bear comes in... forest fires go down!

Rules

1. Entries may be submitted on the entry blank (below) or on a sheet of paper – but be sure to fill **all** the blanks indicated.

2. Any man or woman who is a resident of the U.S. or Canada, and with an advertising agency or in the advertising, marketing or sales department of any advertiser, is eligible.

3. Employees of Pacific Outdoor Advertising, The Advertising Council, Foote, Cone & Belding (the volunteer agency that has handled the Forest Fire Prevention campaign since it began), and the co-sponsors of the campaign – the U.S. Forest Service and the Association of State Foresters – are not eligible.

4. All entries become the property of Pacific Outdoor Advertising, Inc. Contest is subject to all Federal, state or local laws that may apply.

5. Entries must be postmarked before December 31, 1959.

6. Judging will be handled by Reuben H. Donnelley Corp., and the decision of the judges will be final. In the event of a tie, earliest postmark will determine the winner.

CLIP YOUR ENTRY BLANK NOW!

P.O.A. Smokey Bear Contest
P.O. Box 68, Los Angeles 51, California

I predict that

(1). ____________ people will see Pacific Outdoor's Smokey Bear Rotating Plan Spectacular.
(number)

(2). ____________ acres of U.S. land will be burned over by forest fires in 1959.
(number)

I am signing the Smokey Bear Pledge: to break matches... crush smokes... be sure all fires are out!

Name ____________
Address ____________
City ____________ Zone ______ State ____________
Firm name ____________
Title or Dept. ____________

McGraw-Hill Names Three

Edward R. Conklin has been named field circulation sales manager for the Garden State (New Jersey) district of McGraw-Hill Publishing Co., succeeding Arthur Burgett, who has been transferred to McGraw-Hill International Co. Mr. Conklin formerly was an assistant district manager.

Mark Perrier, formerly with Owens-Corning Fiberglas Corp., Toledo, has joined McGraw-Hill as assistant manager of company promotion, succeeding Ted Steeg, who has left to write and study in Europe. Robert K. Moffett, managing editor of *Fleet Owner*, has been named assistant to the editorial director of McGraw-Hill publications, effective Nov. 20. He succeeds Peter J. Davies, who has joined the economic development administration of Puerto Rico.

NBC Names Johnson, Faulkner to Chicago Station Sales Posts

National Broadcasting Co. has appointed Ken Johnson sales manager of WNBQ and Richard F. Faulkner sales manager of WMAQ, its Chicago tv and radio stations, respectively. Mr. Johnson, formerly an NBC-TV Spot sales representative in San Francisco, fills the vacancy created by the death of Russell Stebbins Aug. 26. Mr. Faulkner, with NBC eight years, last as an account executive in Chicago, will succeed Rudi Neubauer, who will retire in November after 30 years with NBC. Mr. Neubauer plans to move to Youngtown, Ariz.

BAR Expands Service

Broadcast Advertisers Reports, New York, will increase its daytime tv monitoring service to include 12 or 13 additional markets each quarter-year, starting in October. The coverage will be expanded until 50 markets have been added to those being monitored from sign-on to sign-off. This will make BAR full-coverage service available for 146 stations in medium-size markets. It will bring the number of full-coverage markets to 75.

AFA Names McGannon, Reeves

Rosser Reeves, chairman of the board, Ted Bates & Co., and Donald H. McGannon, president of Westinghouse Broadcasting Co., have been named to the board of directors of the Advertising Federation of America. Mr. McGannon also has been named chairman of the AFA communications committee.

Campbell, Seidel to Ehrhart

Patricia Campbell, formerly with Coty Inc., and Tonia Seidel, previously with John Hancock Mutual Life, have joined T. A. Ehrhart Associates, New York, as director of field operations and account executive, respectively.

Selling in '60s Must Be a Lot Smarter: Schruth

HAVANA, Oct. 22—Advertising and selling in the '60s does not necessarily have to be harder, but it will definitely have to be a lot smarter, according to Peter E. Schruth, vp and ad director of *The Saturday Evening Post*.

"If we are to succeed in the tough years ahead," said Mr. Schruth, "it's going to take smarter selling and advertising. We don't necessarily have to work a lot harder, but we certainly do have to work a lot smarter."

Speaking before the national convention of the American Society of Travel Agents here, Mr. Schruth forecast tougher selling days ahead, not only for the travel business, but for everyone.

"While the decade of the '60s promises rose-colored dollars, I can promise you it will provide something else—competition," he said. "It may come to be known as the Battle of the '60s, and in the battle for the buck there will be family meetings on travel versus let's stay at home and buy a color tv, or travel by plane versus travel by ship.

"I understand Douglas Aircraft is ready to have some fun with their friends from Cunard Steamship—the suggested slogan is 'Half the fun is jetting there.' And in the same vein is another suggestion, 'Going, Boeing, gone.'

■ "And as a fellow who's done a little selling, let me make a few comments about merchandising travel on the retail level. Travel agents have a golden opportunity to use imaginative merchandising techniques to sell your glamorous product.

"Why not change the name 'tour' to something more glamorous, more sophisticated. How about 'cavalcade of a continent,' just as a starter? And I'd like to give some advice in a buzz saw area—credit.

"Why don't you aggressively support the use of credit for travel? I know some of you think it cuts into your time and profit margin, but what you lose in margin you'll make up in volume. Consumer credit is one of America's most powerful forces for prosperity. But despite the effective slogan, 'Fly now and pay later,' it isn't working as well as it should.

"What percentage of your sales are on a time payment plan? With that potential instalment purchaser, do you compare a trip to Europe with a new car purchase? A new car costs $80 a month. When a trip to Europe costs that much—in your customer's mind—your market will expand fantastically.

■ "In the '60s the travel market will have to redouble its national advertising to attract the customers you want; after all, we're shooting at a dollar travel potential of $55 billion. Or let's look at the larger picture, the total discretionary dollar. In the next decade the total discretionary expenditure will nearly double—moving from $144 billion in 1960 to $260 billion in 1970. Nearly a 100% increase—and are you planning on increasing your business that much in the next decade?" #

Make room for a 4th, old shoe

Wynken, Blynken and Nod, so the lullaby goes, sailed off in a wooden shoe. Three's all right in an old shoe, but in the building industry, you need to reach and sell *four* men — the Architect *Wynken*, Engineer *Blynken*, Contractor *Nod*, and Client *"Inken"*—(a most suitable moniker because he signs all the bills).

All buildings start with the client. Since he, in essence, is "buying" a building which his company or organization needs, he is directly involved in its financing, design, construction—or expansion and modernization.

As the building market continues to grow, so, too, will the number of building clients grow. And Architectural FORUM is the only magazine that has clients. In fact, FORUM is the only magazine whose growth keeps pace with the building industry itself.

With the biggest circulation in the field — 60,000 — FORUM alone is edited for and read by the kind of building customers you must reach and influence. Just how important are they in building decisions? Here's one indication:

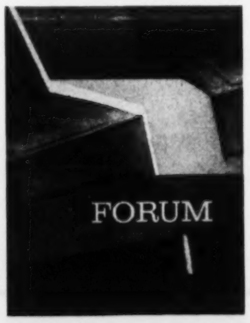
Of FORUM's 21,000 client subscribers — 89% are concerned with building matters within their companies. 36% planning new buildings will spend $1 million or more in the next two years.*

Smooth sailing in FORUM because:

FORUM

delivers the entire specifying and buying power of the building market.

*Source: The new FORUM Census, "Portrait of the Building Client." Write for a copy. Architectural FORUM, 9 Rockefeller Plaza, New York 20, New York.



Despite Motive Studies, Ads Alter Attitudes: DuBois

NEW YORK, Oct. 20—A strongly favorable attitude toward a brand is the key to holding on to present users and is at the core of repeat users, according to Cornelius DuBois, vp and research director, Foote, Cone & Belding.

Mr. DuBois made this point in a talk to the copy research group of the American Marketing Assn. last week. Favorable attitudes, he continued, are also important factors to induce people to try a brand and to induce past users to resume use of a brand.

In discussing attitudes, Mr. DuBois lit into the motivation researchers thus:

"If you took some of the motivation researchers literally, you would conclude that a person's attitude toward a brand of coffee or bath soap could be traced to an inferiority complex derived from adolescent pimples, or to a feeling of guilt and inadequacy caused progressively by the can opener, the instant mix, and the frozen tv dinner, and perhaps most of all, to sibling jealousy, early toilet training, and a yearning to return to the security and warmth of the womb," he said.

■ "If you believed all that literally, you wouldn't even try to influence the attitudes of adults," Mr. DuBois said. "You would hire Drs. Spock and Gesell to develop attitudes now for the 1985 market, and in the meantime, you'd just force-feed the market with deals—because everybody loves a bargain, even those with faulty sphincter training.

But we do have some evidence that attitudes toward brands can be traced to something more recent than the problems of infancy or adolescence. For one thing, there are differences among brands, as well as among people."

Mr. DuBois pointed out that the best indication that attitudes can come from recent rather than remote influences is the fact that attitudes can be changed within a short period of time. In a two-month period, 39.9% of a group changed their mind about Brand x, a composite of 40 brands in eight product categories, he said.

■ "Some of these changes undoubtedly reflect whims and the fact that brands aren't really as important to people as they are to the manufacturer. But we can scarcely doubt that at least some of the change is due to influences exerted on people by advertising and other pressures," he said.

Mr. DuBois commented that moving people up the favorable attitude scale and keeping them there is a most important way to win and keep customers.

"If you can change the attitudes positively, and if you can prevent negative changes in attitude, you can bring about positive changes in usage patterns, and prevent negative changes. This is the mechanism by which advertising works on sales," he declared. #

Gruen Elects John Ballard

John H. Ballard has been elected chairman of the board and chief executive officer of Gruen Industries Inc., New York. Mr. Ballard resigned recently as president of Bulova Watch Co., a post he held for 24 years.

'Man Alive' Published

Man Alive, a monthly tabloid newspaper covering men's and boys' fashions, has been published by Oscar A. Bergman, former men's fashion editor of the *Cleveland Plain Dealer*. The publication is mailed to 28,000 greater Cleveland residents who meet certain requirements. The open rate for advertising is $10 a column inch. *Man Alive* is located at 428 Bulkley Bldg., Cleveland.

John Leo Joins UAA

John Leo, formerly regional manager for the West Coast of United Artists Associated, has been named to the new post of vp in charge of sales of Governor Television Attractions, tv film distributor. Mr. Leo will make his headquarters in Los Angeles. He was replaced at UAA by Norman Long, previously with the southwestern division of the tv film distributor.

M/M's INFLUENCE IS GREAT

1 **because** it is edited for a specific audience—the conservative Protestant church market.

2 **because** M/M editors know what is of special interest to its subscribers... totaling almost 100,000.

3 **because** its readers are key people—influence buying in more than 60,000 active churches.

4 **because** of intense reader interest, advertising gets action in 2 markets—church and home.

MOODY MONTHLY • 820 N. LaSalle Street • Chicago 10, Illinois

AKRON, OHIO
The Akron Typesetting Co.
ATLANTA, GEORGIA
Higgins-McArthur Company
BALTIMORE, MARYLAND
The Maran Printing Company
BOSTON, MASSACHUSETTS
The Berkeley Press
Machine Composition Co.
H. G. McMennamin
BUFFALO, NEW YORK
Sahlin Typographic Service
CHICAGO, ILLINOIS
J. M. Bundscho, Inc.
The Faithorn Corp.
Hayes-Lochner, Inc.
Runkle-Thompson-Kovats, Inc.
Frederic Ryder Company
CINCINNATI, OHIO
The J. W. Ford Company
CLEVELAND, OHIO
Bohme & Blinkmann, Inc.
Schlick-Barner-Hayden, Inc.
Skelly Typesetting Co., Inc.
COLUMBUS, OHIO
Yaeger Typesetting Co., Inc.
DALLAS, TEXAS
Jaggars-Chiles-Stovall, Inc.
DAYTON, OHIO
Dayton Typographic Service
DENVER, COLORADO
The A. B. Hirschfeld Press
Hoflund-Schmidt Typographic Service
DETROIT, MICHIGAN
Arnold-Powers, Inc.
The Thos. P. Henry Company
George Willens & Company
INDIANAPOLIS, INDIANA
The Typographic Service Co., Inc.
KALAMAZOO, MICHIGAN
Mahoney Typographers, Inc.
LOS ANGELES, CALIFORNIA
Adtype Service Co., Inc.
MILWAUKEE, WISCONSIN
Arrow Press
MINNEAPOLIS, MINNESOTA
Duragraph, Inc.
NEW YORK, NEW YORK
Ad Service Company
Advertising Agencies' Service Co., Inc.
Artintype, Inc.
Associated Typographers, Inc.
Atlas Typographic Service, Inc.
Central Zone Press, Inc.
The Composing Room, Inc.
Composition Service, Inc.
Diamant Typographic Service, Inc.
A. T. Edwards Typography, Inc.
Graphic Arts Typographers, Inc.
Huxley House
Imperial Ad Service Corporation
King Typographic Service Corp.
Linocraft Typographers, Inc.
Master Typo Company
Chris F. Olsen
Frederic Nelson Phillips, Inc.
Philmac Typographers, Inc.
Royal Typographers, Inc.
Frederick W. Schmidt, Inc.
Harry Silverstein, Inc.
Supreme Ad Service, Inc.
Tri-Arts Press, Inc.
Typographic Craftsmen, Inc.
The Typographic Service Co.
Vanderbilt-Jackson Typography, Inc.
Kurt H. Volk, Inc.
NEWARK, NEW JERSEY
Barton Press
William Patrick Co., Inc.
PHILADELPHIA, PENNSYLVANIA
Walter T. Armstrong, Inc.
Alfred J. Jordan, Inc.
Progressive Composition Co.
Typographic Service, Inc.
PITTSBURGH, PENNSYLVANIA
Davis & Warde Inc.
PORTLAND, OREGON
Paul O. Giesey, Adcrafters
ROCHESTER, NEW YORK
Rochester Monotype Composition Co.
ST. LOUIS, MISSOURI
Warwick Typographers, Inc.
SEATTLE, WASHINGTON
Frank McCaffrey
TORONTO, CANADA
Cooper & Beatty, Limited

Type *is the face you turn to the public*

No matter how beautiful the art or how significant the message, your advertisement is a complete failure if not read. And, more often than not, poor readership is synonymous with poor typography. Advertisers and agencies know that ATA member firms have the reputation, craftsmanship and wide selection of type faces to help them produce the finest in advertising typography. Why not phone your ATA typographer listed here, today?

it pays to set *Type* right

ADVERTISING TYPOGRAPHERS ASSOCIATION OF AMERICA, INC.
Executive Offices: 461 Eighth Avenue, New York City

"Don't sell space,

John Veckly, *Director, Advertising Division*
United States Steel Corporation, addressing the Spring Meeting
National Business Publications, Phoenix, Arizona, April 15, 1959.

O.K., Mr. Veckly, here are a few of the "reader action" comments, as reported by Starch interviewers, on advertisements in the February 16, 1959 issue of PURCHASING Magazine:

PRODUCT	ADVERTISER	ACTION	BY:
Lift Truck	Clark Equipment Co.	We had a sales representative come in and give us a review of their materials handling equipment. We are now giving them a chance to bid.	Purchasing Agent Aircraft Valve Mfr.
Vehicles	Studebaker-Packard Corp.	I just inquired of the local agency about leasing the Lark because we lease cars in our business.	Purchasing Agent Steel Treating Firm
Fasteners	Parker-Kalon Div. General American Transportation Corp.	Looked up the local distributor in this ad's directory and discovered he was a man with whom I had been doing business for a long time. I called and asked him to see me.	Purchasing Agent Electric Service
Tools	Black & Decker Manufacturing Co.	I wrote for literature and prices.	Buyer Steel Fabricator
Staplers	Bostitch, Inc.	Just purchased Bostitch stapler equipment.	Purchasing Agent Electrical Products Mfr.
Stainless Strip	Crucible Steel Company of America	After reading the ad, asked the salesman to call.	Purchasing Agent Bridge Builder
Containers	Gaylord Container Corporation	I called the local distributor and placed an order after seeing this magazine.	Purchasing Agent Refinery
Extinguishers	American La France Div. of Sterling Precision Corp.	I called the sales representative. We are buying squeeze-grip extinguishers for our new research building.	Purchasing Agent X-ray Machine Mfr.
Bearings	Bearings, Inc.	We just bought bearings from Bearings, Inc. Until we saw this ad, we had planned on buying the bearings elsewhere.	Purchasing Agent Steel Treating Firm
Shipping	Emery Air Freight	I called and checked freight rates after seeing this ad.	Purchasing Agent
Towels	Fort Howard Paper Company	Placed an order for towels for our washroom, and napkins for our cafeteria.	Assistant Purchasing Agent Precision Tool and Construction Equipment Mfr.
Motors	General Electric Co. Apparatus Division	As a result of these ads, I recently bought a motor.	Buyer
Chairs	Royal Metal Manufacturing Company	We purchased some chairs as a result of the ad.	Purchasing Agent Bag Manufacturer
Tubular Rivets	Tubular Rivet & Stud Company	Have contacted the company and we are buying from them.	Purchasing Agent Automotive Equipment Mfr.
Retaining Rings	Waldes Kohinoor, Inc.	We had been searching for two months for this type of washer when we finally found it in this ad, listed as Nos. 5131 and 5133.	Purchasing Agent Posters
Sealant	American Sealants Co.	Placed an order after seeing the ad.	Purchasing Agent Molding, Plastics & Rubber

sell advertising effectiveness"

PRODUCT	ADVERTISER	ACTION	BY:
Ammonia	Armour Industrial Chemical Co.	Made a note to keep this in mind. We now buy ammonia from another company because I did not know that Armour made ammonia until I saw this ad.	Purchasing Agent Mining Company
Pens	Esterbrook Pen Co.	I have made an inquiry as to how many of these pens we need and will order.	Purchasing Agent Electrical Service
Rotary Compressors	Fuller Company	Wrote for more information because we will be buying a compressor very soon.	Purchasing Agent Machinery Mfr.
V-Belts	Gates Rubber Company	I discussed with my man the fact that Gates makes a new compact drive. We will definitely refer to this in the near future.	Purchasing Agent Steel Producer
Gears	Gear Specialties, Inc.	We are trying to buy a spiral tooth gear so I contacted Gear Specialties, after seeing it pictured here.	Purchasing Agent X-ray Equipment Mfr.
Precision Switches	Micro Switch, Div. of Honeywell	We are now buying a Micro Switch as a result of recent ads.	Secretary Liquor Dispensor Mfr.
Saws	Millers Falls Co.	Purchased tools through the local dealer. Ad made me realize how good these steel band saws are.	Purchasing Agent Plastics & Rubber Fabricator
Pipes	Ridge Tool Company	The pipe wrenches we have been buying wear out too quickly. Those pictured in this ad looked so sturdy that I ordered a couple from our supply house.	Buyer Transportation Equipment Mfr.
Wire	John A. Roebling's Sons Corp.	I marked this ad for future reference because, until I saw this ad, I had not connected galvanized wire with Roebling.	Purchasing Agent Oil Products Company
Bearings	SKF Industries, Inc.	As a result of this ad, I ordered bearings from SKF.	Purchasing Agent X-ray Equipment Mfr.
Lubricants	Texaco, Inc.	This ad reminded me that we needed more lubricants, so I just picked up the phone and placed an order.	Buyer Auto Stamping Plant
Rivets	Judson L. Thomson Company	We placed an order for a new feature.	Purchasing Agent Automotive Equipment Mfr.
Steel	U.S. Steel Supply Div. of U.S. Steel	We use a great deal of steel strapping to close our boxes. I've been buying from U.S. Steel Supply for six months after seeing their ad for steel strapping in PURCHASING.	Purchasing Agent Auto Parts Mfr.
Coils	Wolverine Tube Div. Calumet & Hecla, Inc.	I clipped this ad on tubing to use in a comparison with our tubing made of another metal. I find I learn more from ads than I do from any other source.	Purchasing Agent Heat Exchanger Mfr.
Office Equipment	McGraw-Edison Co. Voicewriter Div.	This reminded me that some of the McGraw-Edison equipment we now have needs replacement. I intend to get in touch with the company.	Purchasing Agent Music Service
Floor Plates	Alan Wood Steel Co.	I will send for more information and will have the salesmen call.	Purchasing Agent Machinery Mfr.
Tape	Minnesota Mining & Manufacturing Co.	Will use this as a substitute for a material we are now using.	Buyer Aluminum Producer
Industrial Tapes	Polyken Products Div. of Kendall Company	May contact this company. I am impressed with this ad.	Purchasing Agent Custom Molder
Rust Preventer	Rust-Oleum Corp.	We tried Rust-Oleum as a result of the ads and are now using it on our heaters.	Purchasing Agent Electrical Products Mfr.

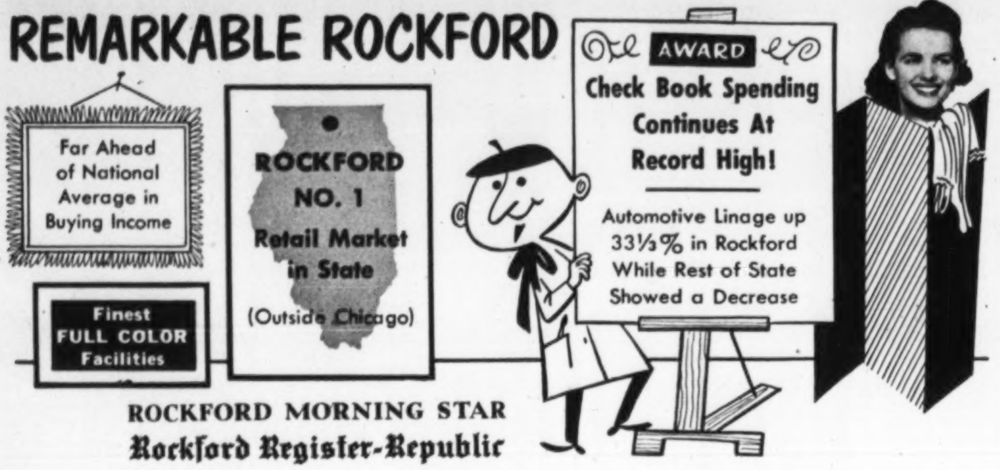
The obtaining of voluntary comments is not new. For some time PURCHASING magazine has been reporting such comments, as gathered by Daniel Starch & Staff in special "Reader Action Studies."

PURCHASING MAGAZINE

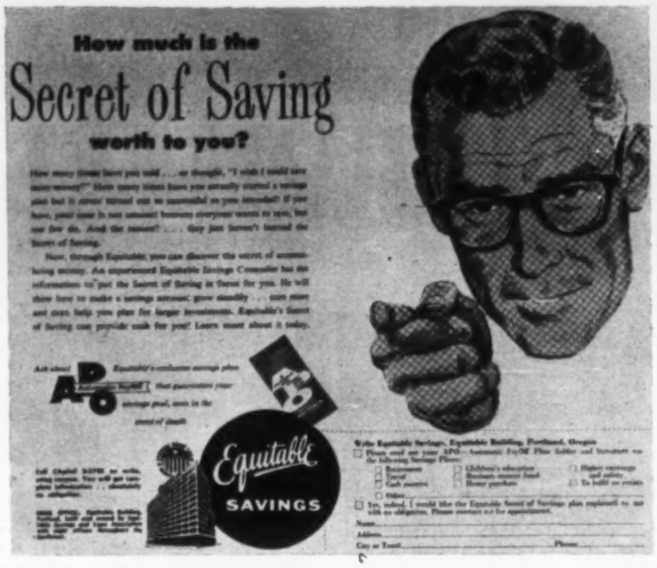
the methods and news magazine for industrial buyers

205 East 42nd Street, New York 17, New York
a Conover-Mast publication BPA NBP

Gallery of Figures and Facts about
REMARKABLE ROCKFORD


Far Ahead of National Average in Buying Income
Finest FULL COLOR Facilities
ROCKFORD NO. 1 Retail Market in State (Outside Chicago)
AWARD
Check Book Spending Continues At Record High!
Automotive Linage up 33⅓% in Rockford While Rest of State Showed a Decrease

ROCKFORD MORNING STAR
Rockford Register-Republic


How much is the
Secret of Saving
worth to you?
APO
Equitable
SAVINGS

APO NEEDS YOU—*This is one of the newspaper ads Equitable Savings & Loan Assn., Portland, Ore., is using in its new campaign promoting its Automatic Pay Off plan.*

Equitable Savings Opens Record Push in Dailies, Radio

PORTLAND, ORE., Oct. 20—Equitable Savings & Loan Assn., with offices in Oregon and Washington, has launched the heaviest promotion it has yet undertaken for APO—automatic payoff of budgeted savings in case of death.

Tied in with APO is Equitable's theme, "secret of saving," which offers the help of Equitable's savings counselor "to put the secret of saving in focus for you." Equitable claims that it is the only savings and loan association on the West Coast with a staff of savings counselors; they are located throughout the area the institution serves and act as salesmen who help consumers establish a program of regular saving for a stated purpose.

APO provides that if the saver should die, his survivors would receive at once the full amount he had planned to save, no matter how small an amount had gone into the account.

■ Advertising uses the two Portland dailies—the *Journal* and *Oregonian*—in the home-office city, plus 34 daily and weekly newspapers in Oregon and Washington. Out-of-town advertising in each instance features the Equitable savings counselor serving the area of the newspaper.

In addition, radio spots are running on 12 stations in the two states. Two transcribed jingles on the "secret of saving" and two on APO are alternated, one a day Monday through Friday, on each station. This is in addition to Equitable loan advertising, which carries a schedule on most of the same stations.

Gerber Advertising Agency handles the account. #

Yellen Heads Select Magazines

Dwight Yellen, formerly assistant to the president of Triangle Publications and also circulation director of the *Philadelphia Inquirer*, has been named president of Select Magazines Inc., New York. He succeeds Lyle J. Purcell, who has resigned effective Nov. 2. Mr. Purcell will announce his plans later. Select Magazines is a publishers' partnership for the single copy distributorship of some 17 magazines and is jointly owned by McCall Corp., Meredith Publishing Co., Popular Science Inc., Reader's Digest Assn. and Time Inc.

Omaha World-Herald

covers *the entire State of* **Nebraska*** *daily, better than any Baltimore paper covers the Baltimore metropolitan area.*

*A vital, growing market of 1.6 million people with $2.7 billion to spend.

O'MARA & ORMSBEE, INC., National Representatives
New York • Chicago • Detroit • Los Angeles • San Francisco

ABC Audit—Daily: 247,665
Sunday: 260,511

*Based on latest ABC Audit Reports and population figures from 1959 Sales Management Survey of Buying Power.

Less than 5% duplication of circulation, morning and evening.

Outdoor Life

will NOT raise its announced advertising rates

($4,120 per B/W Page)

before the issue of

APRIL 1961 →

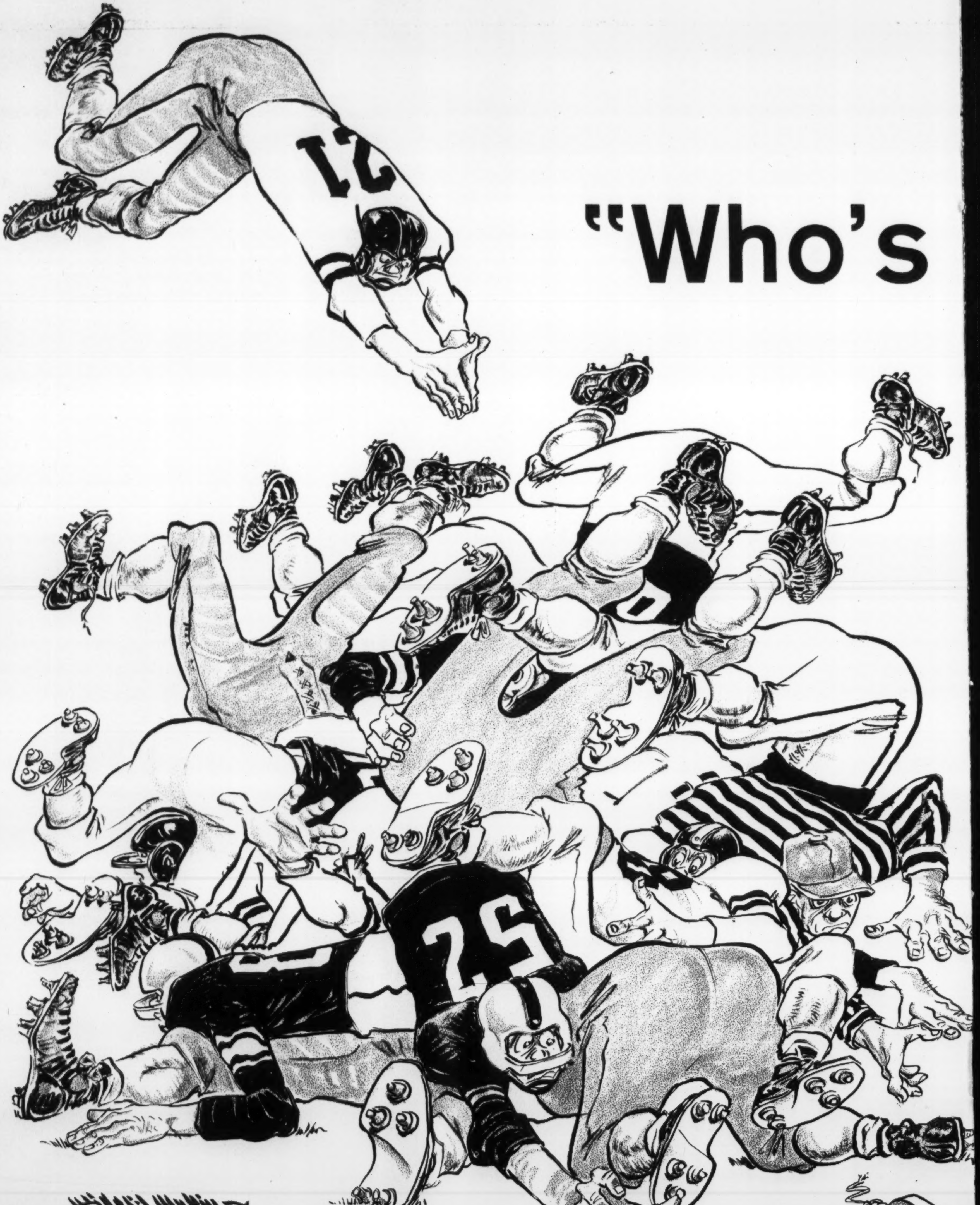
at the earliest.

Our top-quality circulation will continue to be competitive.

- ▸ **Greatest editorial content**
- ▸ **Greatest ad response**
- ▸ **Lowest cost per thousand**

BEST BUY IN THE OUTDOOR FIELD

"Who's

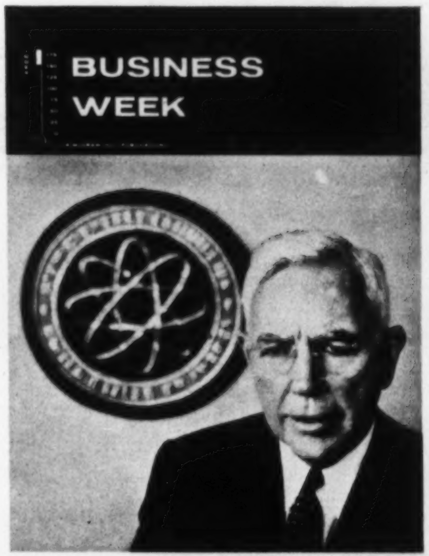


got the ball?”

It’s that time again . . . three quarters through the great fall classic of magazine advertising statistics. There’s a big pile-up down on the field (the game is getting rough) and advertising people are having a tough time finding who’s ahead.

Well, everyone can now relax and enjoy the game. Publishers Information Bureau has just made a ruling—so it’s official. Business Week is first . . . with the greatest number of advertising pages for the first three quarters of ’59. The New Yorker is second. Life is third. And the rest . . . well, the official scorecard at right shows everybody’s standing.

But hold on to your seats . . . the whistle has already sounded for the last quarter. Bound to be rough-and-tumble because the Magazine Publishers Association has predicted healthy gains for the magazine industry this year. All set? **3–4–0–7–HIKE!**



A McGRAW-HILL MAGAZINE

OFFICIAL SCORECARD

Total Advertising Pages First 9 Months, 1959 (Source: PIB)

1.	**BUSINESS WEEK**	3,407
2.	The New Yorker	3,239
3.	Life	2,578
4.	Newsweek	2,171
5.	Time	2,081
6.	The Saturday Evening Post	1,977
7.	U. S. News & World Report	1,938
8.	Fortune	1,389
9.	Vogue	1,142
10.	Sports Illustrated	1,142

YOU ADVERTISE IN BUSINESS WEEK WHEN YOU WANT TO INFLUENCE MANAGEMENT MEN.

Another man you should know . . .

and he reads Together Magazine

TOGETHER • TOGETHER • TOGETHER •
TOGETHER • TOGETHER • TOGETHER •

Walter F. Anderson

Director of the North Carolina State Bureau of Investigation, and past-president of the International Association of Chiefs of Police.

Walter Anderson is an outstanding man in his community. With his wife and three daughters, he lives in an attractive six-room house which he owns. Like the Andersons, so many of the 900,000 families who read TOGETHER are substantial people in their respective communities. More than eight out of every ten own their own homes. They are mighty important people to reach with your product story.

TOGETHER is the exciting,
colorful magazine read by over 900,000
consumer families—a selected audience
of responsive family buyers.
Ask your TOGETHER representative.

ABC

Together

. . . the midmonth magazine for Methodist families,

740 N. Rush Street, Chicago 11

Network Radio's Top Advertisers*

Based on Four Weeks Ending Sept. 6, 1959

Copyright by A. C. Nielsen Co.

Home Broadcasts

Rank	Advertiser	No. of B'dcsts	Total Home-B'dcsts Delivered (000)
1	R. J. Reynolds (ABC, CBS, MBS)	358	126,049
2	Time Inc. (NBC)	214	99,804
3	General Foods (4 Nets)	157	76,905
4	Lewis Howe Co. (NBC)	145	63,352
5	Midas Inc. (NBC)	126	60,287
6	Ex-Lax Inc. (4 Nets)	94	46,732
7	Socony Mobil Oil Co. (NBC)	129	45,305
8	American Telephone & Telegraph (4 Nets)	212	44,689
9	Tyrex Inc. (NBC)	93	41,940
10	Chevrolet-General Motors (CBS, MBS)	136	40,742
11	Armour & Co. (NBC)	81	36,049
12	Automotive-American Motors (NBC)	88	33,975
13	Grove Division-Bristol-Myers (CBS, NBC)	90	33,926
14	Bristol-Myers Co. (CBS)	52	33,524
15	Liggett & Myers (NBC)	95	30,662
16	Carter Products Inc. (MBS)	114	26,552
17	Firestone Tire & Rubber (CBS)	48	26,212
18	General Mills (NBC)	66	25,864
19	Greyhound Corp. (NBC)	70	25,463
20	Electric Auto-Lite Co. (NBC)	43	24,826

Commercial Minutes

Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Min. Del'd (000)
1	R. J. Reynolds (ABC, CBS, MBS)	223	73,847
2	Time Inc. (NBC)	150	66,488
3	Lewis Howe Co. (NBC)	109	45,103
4	Midas Inc. (NBC)	94	42,376
5	Chevrolet-General Motors (CBS, MBS)	124	37,694
6	General Foods Corp. (4 Nets)	70	34,595
7	Wm. Wrigley Jr. Co. (CBS)	60	34,422
8	Armour & Co. (NBC)	81	34,074
9	United Motors-General Motors (CBS)	68	31,890
10	Ex-Lax Inc. (4 Nets)	66	31,349
11	Tyrex Inc. (NBC)	69	29,413
12	A. E. Staley Mfg. Co. (ABC)	71	28,804
13	Bristol-Myers Co. (CBS)	45	27,471
14	Carter Products Inc. (MBS)	121	26,382
15	Hudson Vitamin Products (ABC, MBS)	110	26,253
16	Automotive-American Motors (NBC)	66	23,999
17	American Telephone & Telegraph (4 Nets)	121	23,529
18	Firestone Tire & Rubber (CBS)	41	21,961
19	Liggett & Myers (NBC)	72	21,254
20	CBS Electronics-CBS Inc. (CBS)	50	19,931

*Ranked by total home broadcasts delivered and by total commercial minutes delivered for individual advertisers by all programs and participation on all radio networks used.

Stamler, Brooks Agency Bows

A new advertising agency, Stamler, Brooks & Soghigian, has been formed in Washington with the merger of Promotion Associates Inc. and Mercury House Inc. Arthur D. Stamler, chairman of the board, estimated combined billings at $400,000. Offices are at 2000 P St.

SPREADING THE NEWS

SINCE 1922

by DAY
and
NIGHT

(America's First Engraver)

REVERE PHOTOENGRAVING CO.
WAbash 2-8816
712 FEDERAL STREET • CHICAGO 5, ILLINOIS

WHEN THE FOCUS IS ON **FASHION**—REMEMBER

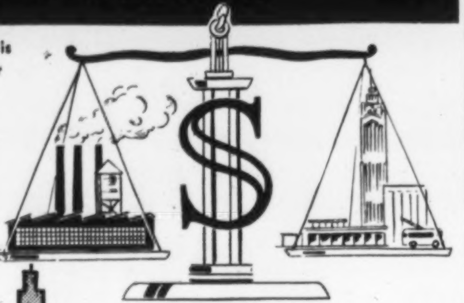
The Chicagoans with more money to spend...spend more time with the

CHICAGO DAILY NEWS

The Chicago Daily News is read by families whose median income is $1070 a year higher than Metropolitan Chicago as a whole. These are the people who spend more on fashions...and on food and furniture too, for that matter. What's more, the Daily News median adult reader spends at least 35% more time with his paper than readers of the other Chicago dailies.

COLUMBUS' BALANCED ECONOMY IS IMPORTANT TO YOU

Columbus' industrial output tops 1.3 billion annually and is the product of hundreds of plants. Yet, less than 30% of her people are engaged in industry . . . the balance are in education, government, transportation and other "services". This means a solid, sound, buying economy . . . a healthy, potent ready market for you. You reach it all in The Columbus Dispatch that's read in four out of five homes daily, nine out of ten Sunday.



Attractive Optional Combination Rate With Morning Ohio State Journal Available

Representative: O'Mara & Ormsbee, Inc., New York, Chicago, Detroit, San Francisco, Los Angeles
McAskill, Herman & Daley, Inc., Miami Beach

Columbus has the buying power . . .

The Dispatch has the selling power.

The Columbus Dispatch

Credit Cards Are Good for Restaurants, 'Restaurant Management' Says After Survey

NEW YORK, Oct. 20—After an extensive 10-month survey *Restaurant Management* in its October issue went on record as favoring the credit card payment system for the industry it serves.

Restaurants have been among the most vocal opponents of credit cards, but the magazine concluded that "ultimately, the credit card *can* and *will* work for the benefit of the restaurant operator."

Among the benefits for a restaurant honoring credit cards, *Restaurant Management* listed:

1. "In the great majority of restaurants surveyed by our staff, operators stated that credit cards had brought in additional business." Part of the reason is laid to the advertising value of being listed in the credit card company's directory.

2. Customers have an insured credit rating.

3. Restaurants are relieved of credit bookkeeping.

4. Customers spend more. "When we talk about top-volume operators with a changing and growing clientele, the average check that is charged through a major credit card company will be from 20% to 25% higher" than a check paid with cash.

■ Referring to the cost of a restaurant participating in credit card systems, the magazine said: "Ultimately, the customer will have to be the one who pays. He will not do this through an increase in his yearly charge from the credit card companies, but through increased restaurant prices. Some operators predict that this will be disastrous to the restaurant industry. We sincerely doubt that the customer will even notice—particularly the credit card customer."

The publication also outlined for its readers the three major national credit card systems:

- **Diners' Club**—Oldest of the three credit cards, it has a paid membership of over 1,000,000 persons. Restaurants pay a service fee of 7% calculated against net customer charges, and are paid by Diners' Club within 30 days.
- **American Express**—This system went into worldwide operation Oct. 1, 1958, and now has 700,000 paid members. Restaurants pay a service fee of 7% on net charges, but can get a rebate up to 2% based on volume.
- **Hilton Carte Blanche**—This system has more than 1,000,000 members. In May the National Restaurant Assn. endorsed the Carte Blanche credit plan, under which restaurants honoring the card pay a service fee of 4% on gross charges. #

Krueger Named MBA President

Herbert L. Krueger, vp of WTAG, Worcester, has been elected president of the Massachusetts Broadcasters Assn. for 1960. Named directors for the coming year are William C. Swartley, vp, Westinghouse Broadcasting Co. and former MBA president; Earle G. Clement, manager of WBET, Brocton; J. Gordon Keyworth, president of WMNB, North Adams; William G. McGrath, vp of WHDH and WHDH-TV, Boston; and William L. Putnam, president, WWLP-TV, Springfield.

Johnson & Johnson Adds Two

Matthews Co., Crystal Lake, Ill., manufacturer of choppers and grain dryers, and Lincoln's New Salem Enterprises, Petersburg, Ill., manufacturer of Civil War costume jewelry, have named Johnson & Johnson Advertising, Evanston, Ill., to handle their advertising. Meldrum & Fewsmith, Cleveland, is Matthews' previous agency of record.

Scranton Moves to Mackes

Scranton Cellomatic Battery Corp., Archbald, Pa., has appointed Mackes & Taylor, Allentown, Pa., to handle its advertising and advertising for Scranton Battery Corp. and Scranton Storage Battery Corp. Schwab & Wilcox, Allentown, is the former agency of record.

The Boston Daily Globe
illed in 5-Hour Gun Fight
Daily Globe
our Gun Fight
Berserk Maine Man Holds Off 50 Officers

In Boston, most people have the Global view

It's this paper, more than any other, that Bostonians read to find out the news . . . world news . . . local news . . . product news. Morning, evenings and Sundays, The Globe reaches the most people in the rich Boston market. Little or no self-duplication either (the morning and evening editions are almost the same). The Globe's steadily growing readership is not based on contests or gimmicks either. That's what makes The Globe the best buy in New England. So if you want to sell Boston, why not use Global strategy?

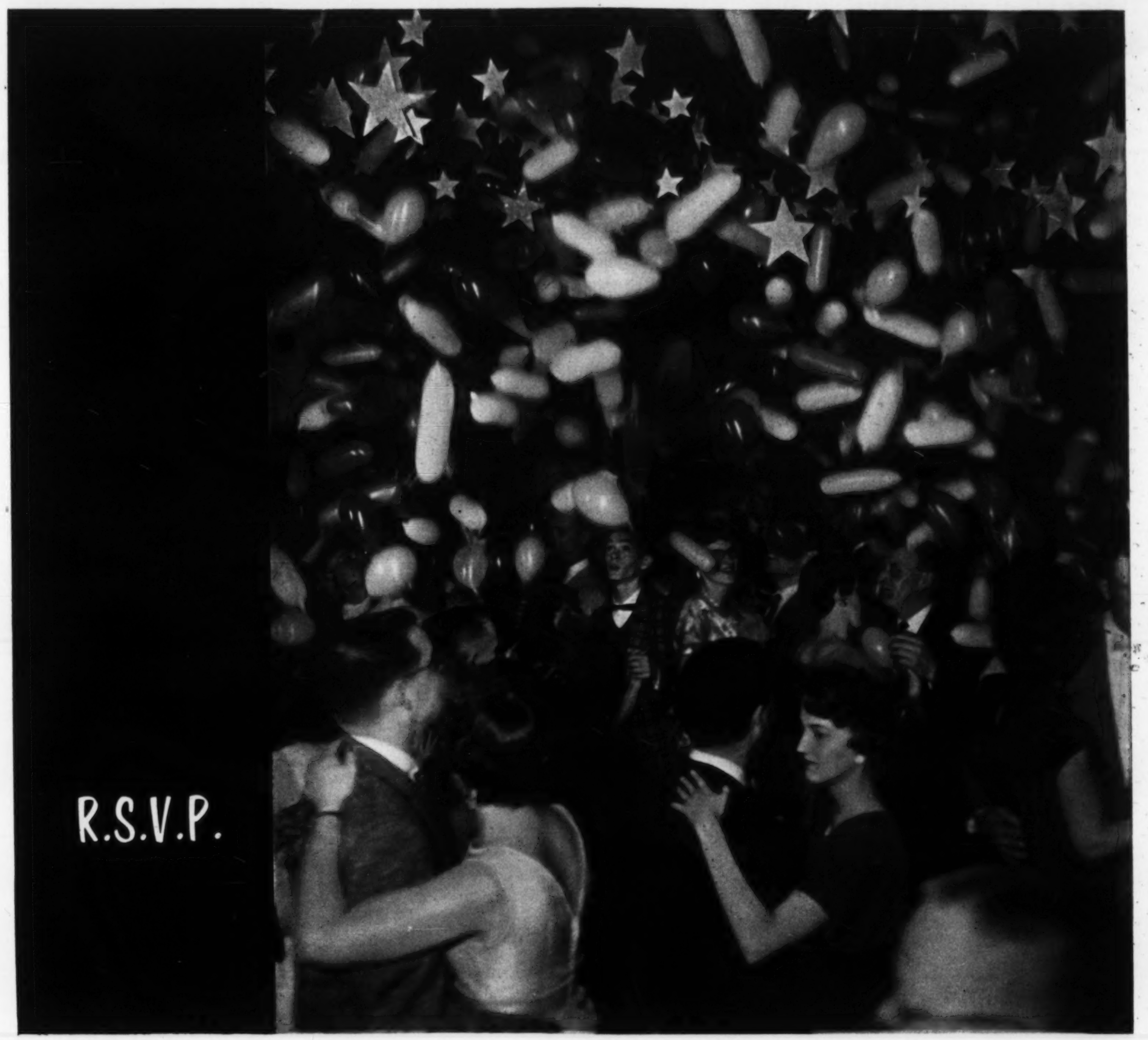
The Boston Globe
puts the world at your fingertips

Morning
Evening
Sunday

THE WESTERN HORSEMAN

149 Advertising Agencies Placed 167 National Accounts in Last 16 Issues of THE WESTERN HORSEMAN

3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO



Farm Bureau Young People's Club party in Franklin County, Iowa, as featured in Farm Journal

Répondez-vous . . . and they do! FARM JOURNAL families are quick to answer an interesting invitation. Whether it's stepping out to a party, or stepping up to a higher standard of living.

Shouldn't your brand take part in this grand upward march? Here's your invitation and it reads: *Nothing influences farm families like a farm magazine — and no farm magazine means so much to so many as* FARM JOURNAL, *the biggest in the country.*

R.S.V.P. Farm Journal, Phila. 5, Pa.

FESTIVE FIGURES

- $ *Cash* income per average farm family is up 40% in the past 10 years.
- $ The *average* farm family now spends an estimated $10,000 per year . . . the average FARM JOURNAL farm family more than $12,000 per year.

The magazine
farm families everywhere
depend on . . .

FARM
JOURNAL

GRAHAM PATTERSON, Publisher
RICHARD J. BABCOCK, President

PERSONALS

Get sparkling sales results in the

DAVENPORT METROPOLITAN AREA!

Use Davenport Newspapers to put your sales words in the mouths of 272,600 Quad-City people. Only Davenport Newspapers reach 100% of the consumers in Davenport and Scott County, Iowa, plus profitable thousands in Rock Island County, Ill.

DAVENPORT NEWSPAPERS
MORNING
EVENING
SUNDAY
Represented by Jann & Kelley Inc.

Circulating Davenport and Bettendorf, Iowa
Rock Island, Moline, East Moline, Illinois

Copr. 1959 Sales Management Survey of Buying Power

Sterling Drug Names N.Y. Brokerage House in $5,000,000 Lawsuit

NEWARK, Oct. 20—Charging that its Bayer trade name has been infringed, Sterling Drug Inc. has brought a $5,000,000 damage suit against a New York brokerage house.

The defendant is Smith, Barney & Co., which recently published a 70-page illustrated pamphlet on Farbenfabriken Bayer, German chemical company.

In an action filed in federal district court here, Sterling complains that the Smith, Barney pamphlet repeatedly refers to the German company as "Bayer" and carries on its front and back covers the familiar Bayer trademark—a cross within a circle.

Sterling also charges that the pamphlet implies that Farbenfabriken Bayer is now allowed to sell its products in the U. S. under the Bayer name, "whereas in truth and in fact this is not the case."

■ In addition to charging trademark infringement, Sterling points out that it has spent "large sums" advertising Bayer products and it charges that the Smith, Barney pamphlet seeks "to appropriate for Farbenfabriken Bayer" the good will belonging to Sterling.

Sterling wants damages to the tune of $5,000,000 and demands that the court direct Smith, Barney to collect all the copies of the pamphlet it put out and "to destroy them."

Behind the suit is a long story of international intrigue dating back to World War I days. Farbenfabriken Bayer of Leverkusen, Germany, is the largest survivor of the dismembered I. G. Farben cartel. It traces its history back to the original German Bayer company, Friedrich Bayer & Co., established in 1863.

■ The German Bayer company originally developed and marketed aspirin and other products under the Bayer name. As a matter of fact, at one time it even held the rights to the name "aspirin."

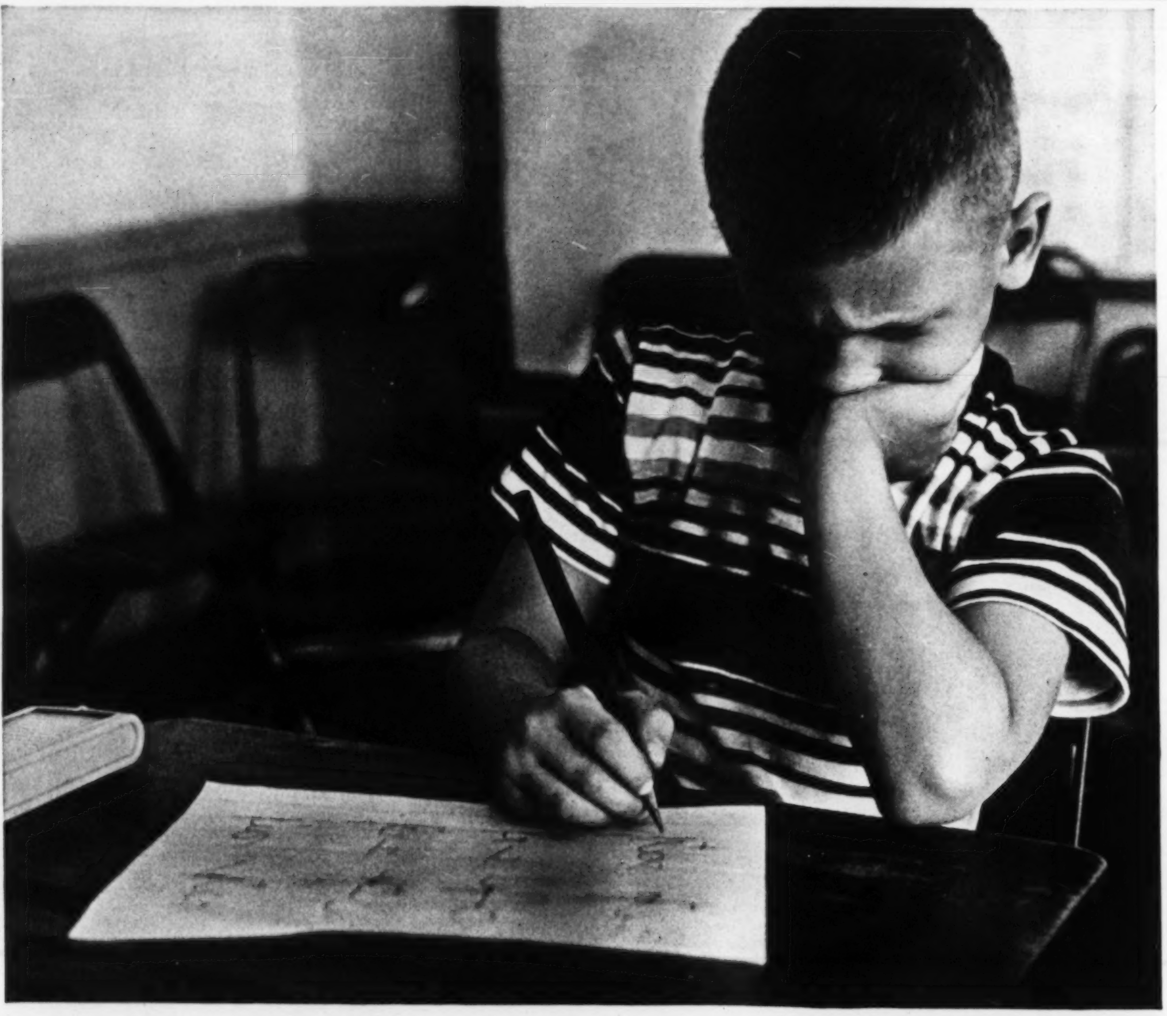
Sterling Drug acquired the U.S. rights to the Bayer name in the 1920s after the World War I seizure of German assets by the Alien Property Custodian. It later acquired the rights in other countries as well.

Since the end of World War II Farbenfabriken Bayer has brought a number of suits against Sterling Drug, charging the U. S. drug house with violation of the anti-trust laws. The Smith, Barney pamphlet states that the German company is engaged in a "worldwide effort to recover trademarks." #

PEEKABOO—*Juliette Marglen, a division of Faberge, is running this b&w page in Harper's Bazaar, The New Yorker and Vogue, starting with current issues, to introduce its eye makeup line. James R. Flanagan placed the ad.*

C&W Appoints Templeton

William B. Templeton has been named vp in charge of radio-tv at Cunningham & Walsh, New York, succeeding Edward H. Mahoney, who resigned to shift to the creative side of tv. Mr. Templeton was radio-tv head at Bryan Houston Inc. before it merged with Fletcher Richards, Calkins & Holden. C&W does not expect to name a successor to William J. Peterson, who resigned recently as vp in charge of radio-tv for the West Coast. His duties have been absorbed by other members of the department.



Ann Arbor's Solving Problems, too

This community's problems stem from what has happened since the last federal census in 1950. In the intervening eight years, population has increased 28.5 per cent, from 50,077 to 65,000. This has meant more housing, increasing the city's physical size, extension of city services to outlying areas. Here's how Ann Arbor has met its problem: Provided an average of 381 new single dwellings for each of the past eight years, added multiple dwellings with an average of 361 new units each year, enlarged the city's area by 80 per cent, from 4,712 acres in 1950 to 8,481 acres by 1958.

In this eight-year period, the yearly value of home building rose from $3,964,922 to $10,532,046, a jump of 165 per cent; the value of all construction from $14,200,260 to $23,148,947, an increase of 62 per cent while retail sales went from $64,500,000 in 1950 to $107,980,692 in 1958, an increase of 67 per cent.

In such a dynamic, expanding quality market, you may expect maximum response to advertising placed in The Ann Arbor News which, with its 28,167 daily circulation, is the area's most dominant medium.

THE ANN ARBOR NEWS

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1926
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

THERE'S ALWAYS ONE IN EVERY GROUP!

When it comes to remodeling . . .

which kind of man

do you want . . .

Some men are interested only in getting the job over with. They find a contractor, place the order, and stand by for completion. Other men get a particular pleasure in "sitting in" on the planning, selection of materials, and day-by-day progress of the job. They're the kind of men who read POPULAR MECHANICS.

The POPULAR MECHANICS man is naturally interested in the mechanics of modern living; he has a particular knowledge of products, workmanship and design. He relies upon this knowledge to get what he wants.

He may enjoy doing some of the work himself, or in supervising others. Either way, he takes particular pride in his knowledge of how it should be done—what it should be done with—and why.

He may be selecting building materials; or buying equipment for his home workshop (72% of PM readers own them); or buying stereo equipment. Whatever he does, whatever he buys, you can bet he specifies.

If he is sold on your product, he knows why—and so will his friends and neighbors who respect his special talent for knowing what he talks about. He's a *big* man to have on your side.

You can sell him with your product story in POPULAR MECHANICS. It is *his* kind of magazine, it sparks his thinking on what to do, what to buy—and why.

POPULAR MECHANICS

*

May we modestly point out that POPULAR MECHANICS will end the year with a gain in advertising in excess of 100 pages.

Puts Men In Motion

ANYTHING

Your screen processor can print on anything —even on running water! Ask him to prove it.

Put Punch in Point-of-Purchase

POINT OF PURCHASE COMMITTEE • SPPA

Special WERE Music Show Sells 1,231 Albums

WERE, independent Cleveland radio station, recently featured the RCA Victor album, "60 Years of Music America Loves Best," on a special three-hour showcase program. During the program, listeners were invited to telephone the station to order copies of the album, on a C.O.D. or charge arrangement made with Higbee's, Cleveland, department store.

At the end of the show, which had been promoted or publicized very little previous to broadcast, a total of 1,231 albums had been ordered by the radio audience for a total of more than $4,900 in sales. The 13-trunk line switchboard at WERE was jammed to such an extent that the telephone company reported a distress signal.

'Modern Railroads' Publishes 'Railroad Catalog File'

Modern Railroads, Chicago, has published the first edition of its new "Railroad Catalog File," which contains 352 color pages representing catalogs of 54 manufacturers serving the railroad industry. Copies are being distributed to 7,000 railroad officials throughout the world.

Manchester Picks Kircher

Manchester Machine Co., Middletown, O., manufacturer of paper mill machinery and equipment, has named Kircher, Helton & Collett, Dayton, to handle its advertising and public relations, effective Dec. 1.

Matthews Joins KTLA

Jim Matthews has joined KTLA, Hollywood, as assistant director of advertising and sales promotion. Mr. Matthews was formerly assistant director of advertising and sales promotion of KYW-TV, Cleveland.

Marshall & Coch Adds Pathe

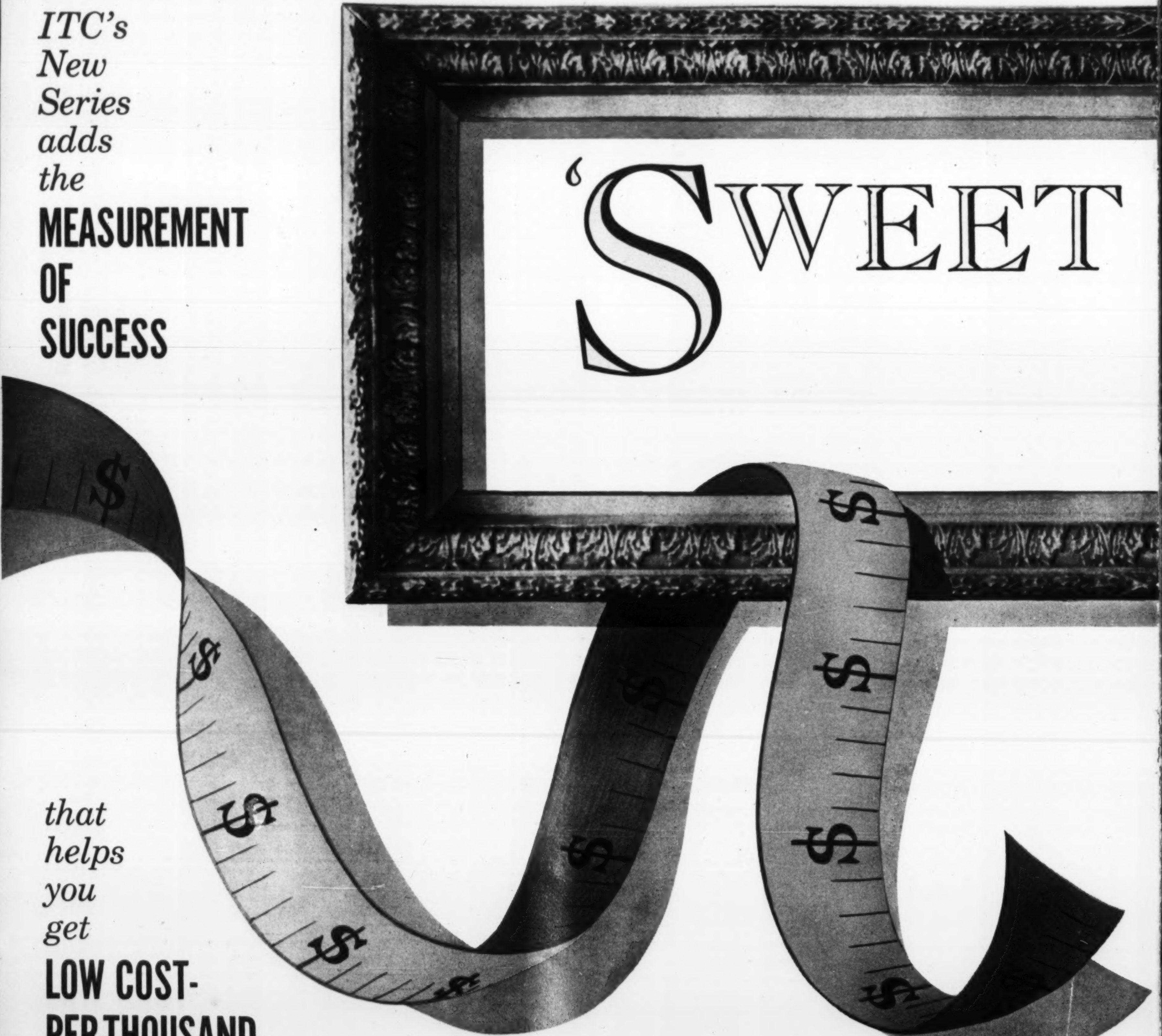
Pathe Films has appointed Marshall & Coch, New York, to handle advertising for its Pathe Film Library division.

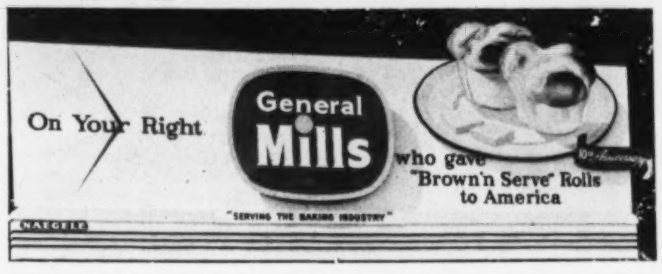
Foxen Joins Katz Co.

William A. Foxen, formerly a vp of Benton & Bowles, has joined Joseph Katz Co., New York, as vp and account supervisor.

ITC's New Series adds the **MEASUREMENT OF SUCCESS**

that helps you get **LOW COST-PER-THOUSAND SALES!**




On Your Right
General Mills
who gave "Brown'n Serve" Rolls to America
"SERVING THE BAKING INDUSTRY"
NAEGELE

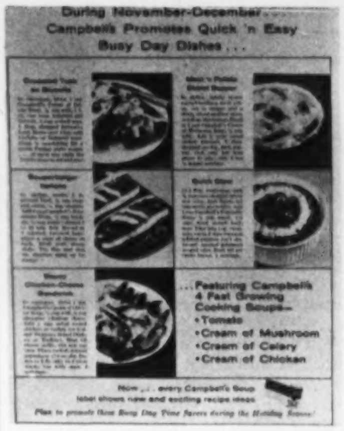
DECADE—*General Mills will celebrate the 10th anniversary of the Brown 'n Serve baking process using this outdoor poster located near its general office in Golden Valley, Minn.*

Chicago Media Group Elects

Reginald Dellow, vp and director of media, Grant Advertising, has been elected president of the Chicago Agency Media Group, new organization formed to establish the stature of media buying in the Chicago area. Other officers include Richard L. Rogers, media director, John W. Shaw Advertising, vp; Dolores Hagedorn, media buyer, Keyes, Madden & Jones, secretary, and Harry C. Pick, supervisor of print media, Edward H. Weiss & Co., treasurer. The board of directors also includes Howard Rose, Buchen Co.; Katharine FitzSimmons, McCann-Erickson; Joan T. Blackman, Kenyon & Eckhardt, and Elaine Kortas, Marsteller, Rickard, Gebhardt & Reed.

'Sales Management' Rates Up

Sales Management has increased its ad rates, effective Oct. 2, from $790 a b&w page one time to $860. The new rate is effective for non-contract advertisers on the Oct. 2 date and for all advertisers effective with the first issue of January, 1960.


During November-December... Campbell's Promotes Quick 'n Easy Busy Day Dishes...

...Featuring Campbell's 4 Fast Growing Cooking Soups—
- Tomato
- Cream of Mushroom
- Cream of Celery
- Cream of Chicken

Now ... every Campbell's Soup label shows new and exciting recipe ideas

BUSY DAYS—*Campbell Soup Co., Camden, N. J., will promote quick recipe ideas for "busy day dishes" during November and December. Color pages will run in Parade, This Week Magazine and independent Sunday sections during November and in the December issues of Everywoman's Family Circle, Ladies' Home Journal and Woman's Day.*

'Chicago World Trade Guide' Planned to Boost New Port

The Chicago Assn. of Commerce & Industry next summer will publish the first edition of an annual *Chicago World Trade Guide* to promote import and export business in the Chicago area and to publicize the Port of Chicago as the gateway to two-way world trade with the Midwest.

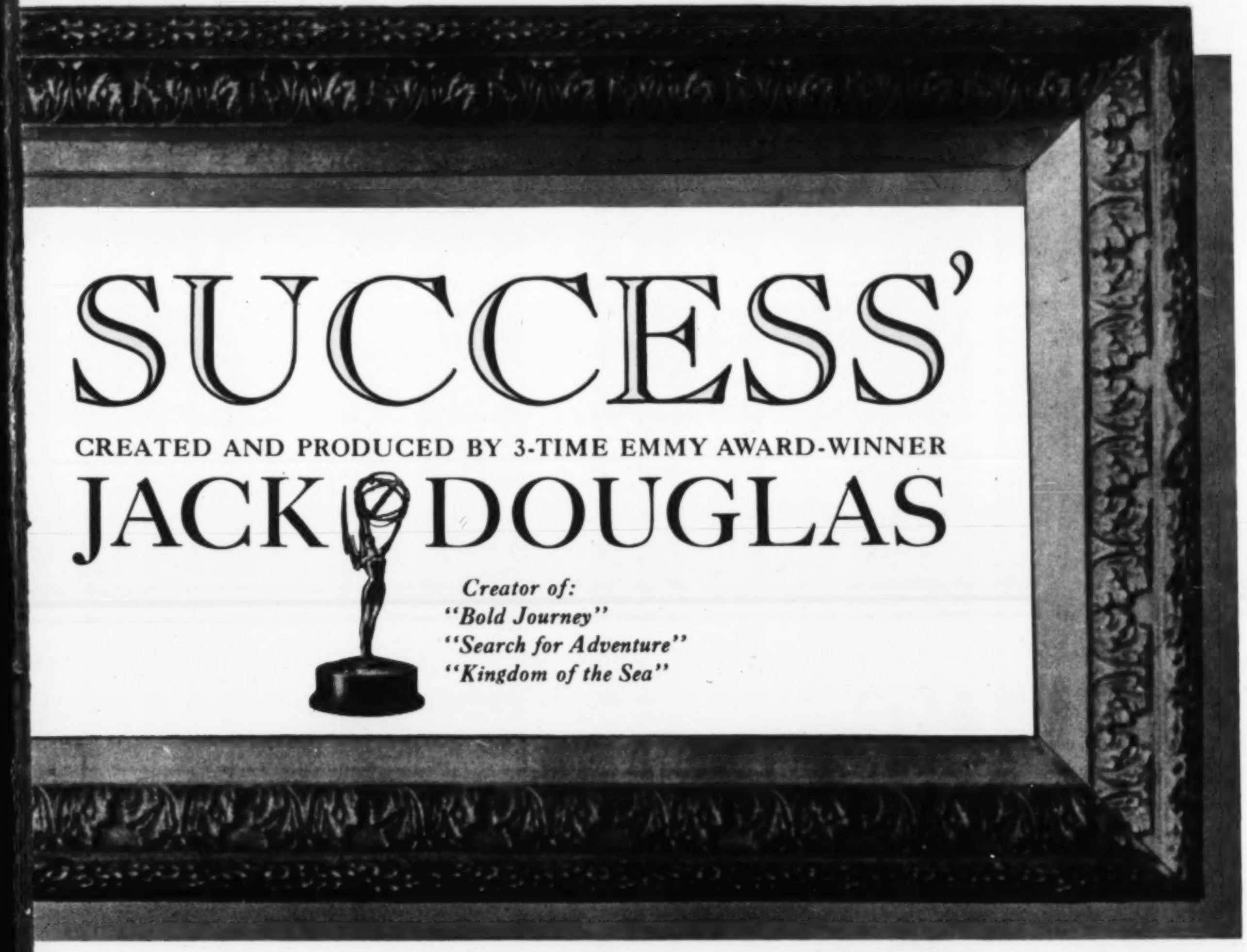
About 25,000 copies of the guide will be distributed throughout the world. Advertising and per copy prices have not yet been set.

Plywall Names Carlson

Plywall Products Co., Ft. Wayne, has appointed Carlson & Co., Indianapolis, advertising and merchandising counsel, effective Jan. 1. Plywall manufactures prefinished plywood paneling for the residential and commercial building industry and for the mobile home industry.

Rogers & Collins Adds One

The Assn. of National Insurance Agents, Baltimore region, has appointed Rogers & Collins to handle its advertising.


SUCCESS'

CREATED AND PRODUCED BY 3-TIME EMMY AWARD-WINNER
JACK DOUGLAS

Creator of:
"Bold Journey"
"Search for Adventure"
"Kingdom of the Sea"

Now for the first time on television... the dazzling world of success becomes a reality for television viewers. 30 whirlwind days in the life of a successful American captured in a half-hour of unusual entertainment each week. The ideal warm, friendly, non-violent frame for your commercial message. The American Dream come true... that fires everyone's imagination.

See for yourself the unprecedented emotional involvement in a world where viewers can rub shoulders with the successful, and their famous friends, who include Debbie Reynolds, Bing Crosby, Nina Foch, Groucho Marx, Anna Maria Alberghetti, Hugh O'Brian, Tina Louise, Ed Wynn, Hedda Hopper, Danny Thomas, Ronnie Burns, Sammy Davis, Jr., and many more—as they and you enjoy "Sweet Success."

INDEPENDENT TELEVISION CORPORATION
488 MADISON AVENUE • NEW YORK 22 • N. Y. • PLAZA 5-2100
ITC OF CANADA, LTD.
100 UNIVERSITY AVENUE • TORONTO 1 • ONTARIO • EMPIRE 2-1166

I T C

So much more--
at the Commodore!

Tough client session? Relax... with the biggest 'n best drink, by a master mixer, at the largest bar in New York! More of everything—five wonderful restaurants, top service, central location. Without doubt, there's...
SO MUCH MORE — AT THE COMMODORE!

HOTEL COMMODORE
42ND ST. AT LEXINGTON AVENUE N. Y. 17, N. Y.
MUrray Hill 6-6000 A ZECKENDORF HOTEL

Burson Criticizes Agencies for Failing to Provide Adequate PR Services

(Continued from Page 2)

public relations-publicity responsibility by properly organizing to dispense these services with qualified people working full time not only on client problems but on the continual problem of gaining acceptance among media people as a reliable news source."

■ The key role played by salesmen in the industrial field was emphasized by George Callos, president of Klau-Van Pietersom-Dunlap. Mr. Callos moderated a panel on special problems of industrial advertising.

"In the industrial area, the salesman is a most vital factor in closing the sale, in getting the products out of the factory and into the buyers' hands," Mr. Callos said. "Remembering that simple fact of industrial marketing can spell the difference between eminent success or abject failure."

He pointed out that in the consumer field, "marketing, in many cases, is concerned with moving products off the shelf or floor—with the salesman playing a relatively unimportant role."

■ Agencies could eliminate much of the uncertainty in hiring key men for account executive positions by using modern executive appraisal methods, according to Earl A. Clasen, vp in charge of grocery product advertising, Pillsbury Co.

Stressing that an account executive in many cases is responsible for an agency retaining an account, Mr. Clasen urged agencies to take a closer look at their "pivot" men (account executives). He added that Pillsbury has made fewer mistakes in hiring key executives since modern hiring methods were adopted.

Mr. Clasen said he felt a "pivot" man should be completely loyal to his job, putting it ahead of his agency and client. Account execs also should not be "yes" men, and they should be leaders and have great personal strength, Mr. Clasen said.

The Pillsbury executive said there was no excuse for an agency creating poor ads, and he added that account men are responsible for seeing that only good ads are created.

■ Account executives should be responsible for an increased share of market for their client's products, according to Joseph M. Greeley, Leo Burnett Co. account executive on Pillsbury.

"Pivot" men also should be responsible for keeping a jump ahead of brand problems, presenting good ideas to the client, producing the best advertising possible, and gathering all facts and policies on products from their client, Mr. Greeley said.

"Everyone wants to be an account executive except an account executive," Mr. Greeley said. "An account man is a busy guy. He must produce and he must feel fully responsible for the product he is handling. It is hard to disagree with a client but you must do this if you have strong convictions about your plans."

Ray Mithun, president of Campbell-Mithun, who moderated the panel on account executives, asserted that account men "must lose themselves in objectives for their products." And an account man must "have great desire to succeed," Mr. Mithun said.

■ Specific examples of the value of advertising, which clearly show the economic contributions advertising makes to the economy as a whole, are badly needed, according to Robert M. Ganger, board chairman of D'Arcy Advertising, who also is chairman of the board of the Four A's.

"With the rise in the standards of living," Mr. Ganger said, "it may not be a question of whether advertising leads to economic waste among companies competing with each other, but a question of how effectively the use of advertising is contributing to the development of better products made more readily available in better forms, to give more satisfaction and benefit to the consumer.

"True evaluation of advertising's role should take into account not only the theories of the intellectuals, but also the facts about advertising accomplishments now known only to those who actually utilize advertising in the conduct of their business," he said.

Between 300 and 400 actual case histories, endorsed by top business management, are needed to convince critics of advertising that advertising has held down or decreased the prices of some products, he said. #

Brorby Bliss Marsteller

GAB SESSION—*Talking shop (probably) at the central region meeting of American Assn. of Advertising Agencies are Melvin Brorby, Needham, Louis & Brorby; Vincent Bliss, Campbell-Ewald, and William Marsteller, Marsteller, Rickard, Gebhardt & Reed.*

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.

431 S. Dearborn St. • Chicago 5, Illinois

Purchasing
Mill & Factory
Mechanical Engineering
1959
Iron Age
Design
Materials

Bickett
Cook
Firth
Tiss
Waldie
Rink
Kraft
Rosenzweig
Terry
Brewer
Grossman

COFFEE BREAK—*Enjoying coffee during a break at the 22nd annual meeting of the central region of the Four A's are Lynn Bickett, Foulke Agency; James Cook, Mithoff Advertising; James Firth, Winius-Brandon Co.; Wayne Tiss, Batten, Barton, Durstine & Osborn; B. D. Waldie, Waldie & Briggs; George Rink and Earl Kraft, Earle Ludgin & Co.; Harold Rosenzweig, North Advertising; Jack Terry, MacFarland, Aveyard & Co.; Bruce Brewer, Bruce Brewer & Co., and S. W. Grossman, Burlingame-Grossman.*

U.S. Tobacco Elects Louis Bantle President

Louis A. Bantle, vp in charge of sales and advertising of U.S. Tobacco Co., has been elected president, succeeding the late Jonathan Whitney Peterson, who died Oct. 6 (AA, Oct. 12). Mr. Bantle, who has been with U.S. Tobacco 30 years, assumed his new office Oct. 15, his 53rd birthday. His successor as sales and ad vp has not been appointed. For the time being, he will supervise both.

He started as a retail salesman in Connecticut in 1929. In 1939 he became department manager for the eastern states, and in 1942 was sent to San Francisco as manager of the West Coast branch. He was made a director and vp in 1945, and returned to the New York headquarters in 1947. In 1958 he was named vp in charge of sales and advertising.

Naegele Revamps Sales Unit, Boosts Settergren, Allwardt

Naegele Advertising Companies, Minneapolis, parent company for 12 outdoor advertising companies, has moved its national sales division offices from Milwaukee to the home office in Minneapolis. Harry W. Settergren, since 1957 director of sales promotion and merchandising for the parent company, has been advanced to national account supervisor and will coordinate sales and merchandising operations for national accounts.

Wayne L. Allwardt, since 1958 sales promotion manager for Naegele in Milwaukee, succeeds Mr. Settergren as sales promotion and merchandising director. Meanwhile, James H. Rogers, since last February sales promotion manager for Naegele in the Minneapolis-St. Paul market, has been named national account executive.

F&P Foods to Botsford

Filice & Perrelli Canning Co., California fruit and vegetable packer, has appointed Botsford, Constantine & Gardner, San Francisco, to handle advertising of F&P food products. Nelson-Baker, San Francisco, has handled the account since 1955 when the company first began to advertise. Edward F. Walthers, formerly an account executive with Nelson-Baker, will move with the F&P account to Botsford, Constantine & Gardner.

Ross Joins Chartmakers

Howard Ross, for the past four years an account executive and director of new business with Royer & Roger, New York, has joined Chartmakers Inc., New York, producer of sales presentations, booklets, slides and film strips, etc., as an account executive.

BEWILDERED

...ABOUT WHO READS WHAT IN METALWORKING?

We'll pick up the tab if you want to check IRON AGE readership among a cross section of your customers and prospects

Having pinpointed your market in metalworking . . . having analyzed circulation and plant coverage of leading media . . . are you still in a quandary over which combination of publications will best deliver your advertising message? If so, a readership survey among your own customers and prospects may prove helpful. And The IRON AGE is so confident of its leadership that it will gladly underwrite the cost.

Leadership confirmed by independent research

Over the past 3 years, The IRON AGE has invested $150,000 in independent research to get a comprehensive, up-to-date picture of the metalworking market—where it is, how it buys, what it reads and why. The study was made by National Analysts, Inc.—an outstanding research authority—in interviews with a *probability* sample of 3339 metalworking executives in 748 plants.

From this study—the most extensive ever made of an industrial market—we now know more accurately than ever *who* metalworking's important buying influences are and *how well* The IRON AGE is covering them. That is why we are confident that if your product is used by a significant segment of metalworking, your own readership survey will confirm The IRON AGE's importance to your media schedule.

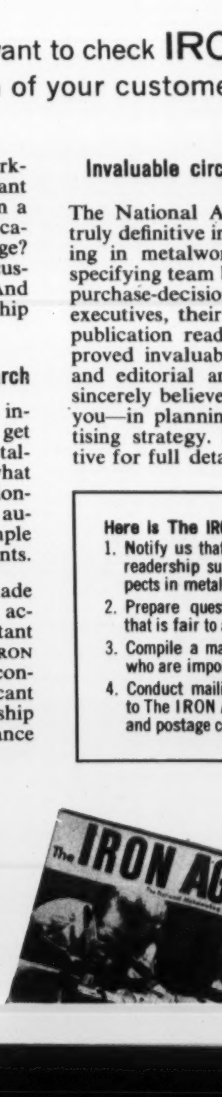
Invaluable circulation and editorial guidance

The National Analysts study provides the first truly definitive information on *who* does the buying in metalworking. It pinpoints the buying-specifying team by title and function. It measures purchase-decision roles of these metalworking executives, their informational requirements and publication readership. These data have already proved invaluable to us in directing circulation and editorial and measuring performance. We sincerely believe they can be equally valuable to you—in planning marketing, selling and advertising strategy. See your IRON AGE representative for full details.

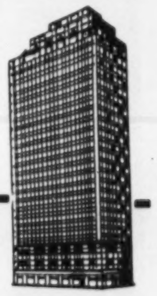
Here is The IRON AGE readership survey offer:
1. Notify us that you plan to conduct an independent readership survey among your customers and prospects in metalworking.
2. Prepare questionnaire to measure readership—one that is fair to all publications involved.
3. Compile a mailing list of up to 2500 names of men who are important to your company.
4. Conduct mailing, tabulate returns, and send results to The IRON AGE, along with bill for printing, mailing and postage costs. Win, lose or draw, we pay.

The IRON AGE

A Chilton Publication
Chestnut & 56th Sts., Philadelphia 39, Pa.



Headquarters
for Assistance
in Marketing
to Metalworking



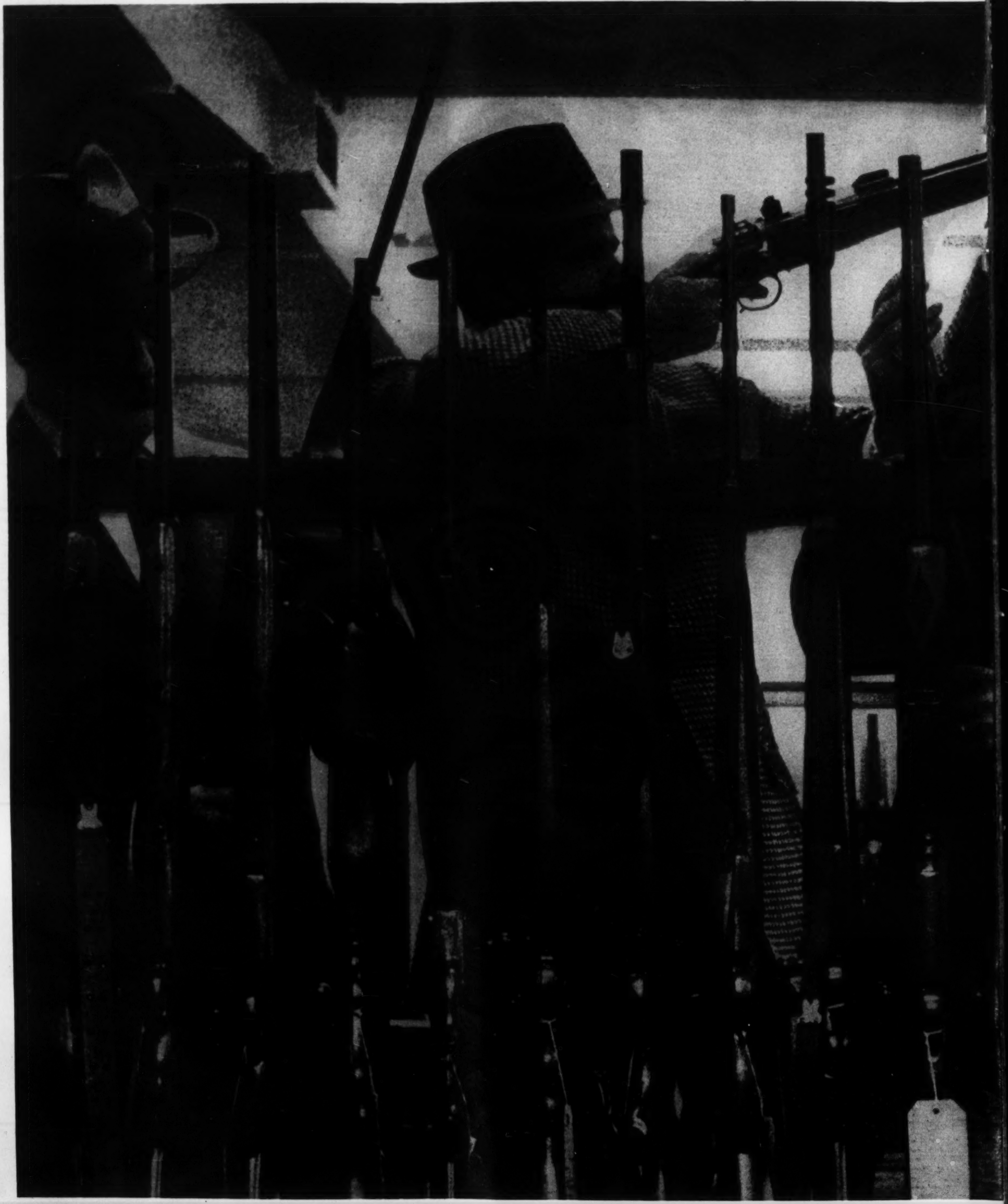
203
North
Wabash
Avenue

Ideal Location for
AGENCIES
ARTISTS
PUBLISHERS
PUBLICATION REPS
and allied professions

This modern, well-kept building on the rim of the loop offers efficient office layouts in single and multiple units. Only minutes from all business services and suppliers . . . just a step to finest restaurants, shops, hotels . . . convenient to all transportation . . . ample parking facilities.

24-hour building service—
7 days a week.
Air Conditioning optional
Subleases available
Inspection invited—contact
CHAS. G. GREEN
203 N. Wabash Ave., Chicago 1
RAndolph 6-3542

Sure as shooting…



there's a boom at the upper level

PHOTOGRAPHED AT ABERCROMBIE & FITCH, NEW YORK CITY

Make the most of it in TIME

Guns, skis, scuba gear and so on and on . . . never before has there been such a demand for so much or such elaborate sports and leisure equipment.

But then, never before has there been such a vigorous boom at the upper level. It involves a full 8 to 10 million well-educated, successful people.

In the last ten years the total number of U.S. families has increased 22% . . . but the number of professional and technical people has grown 94% . . . the number of industrial executives has climbed 133%.

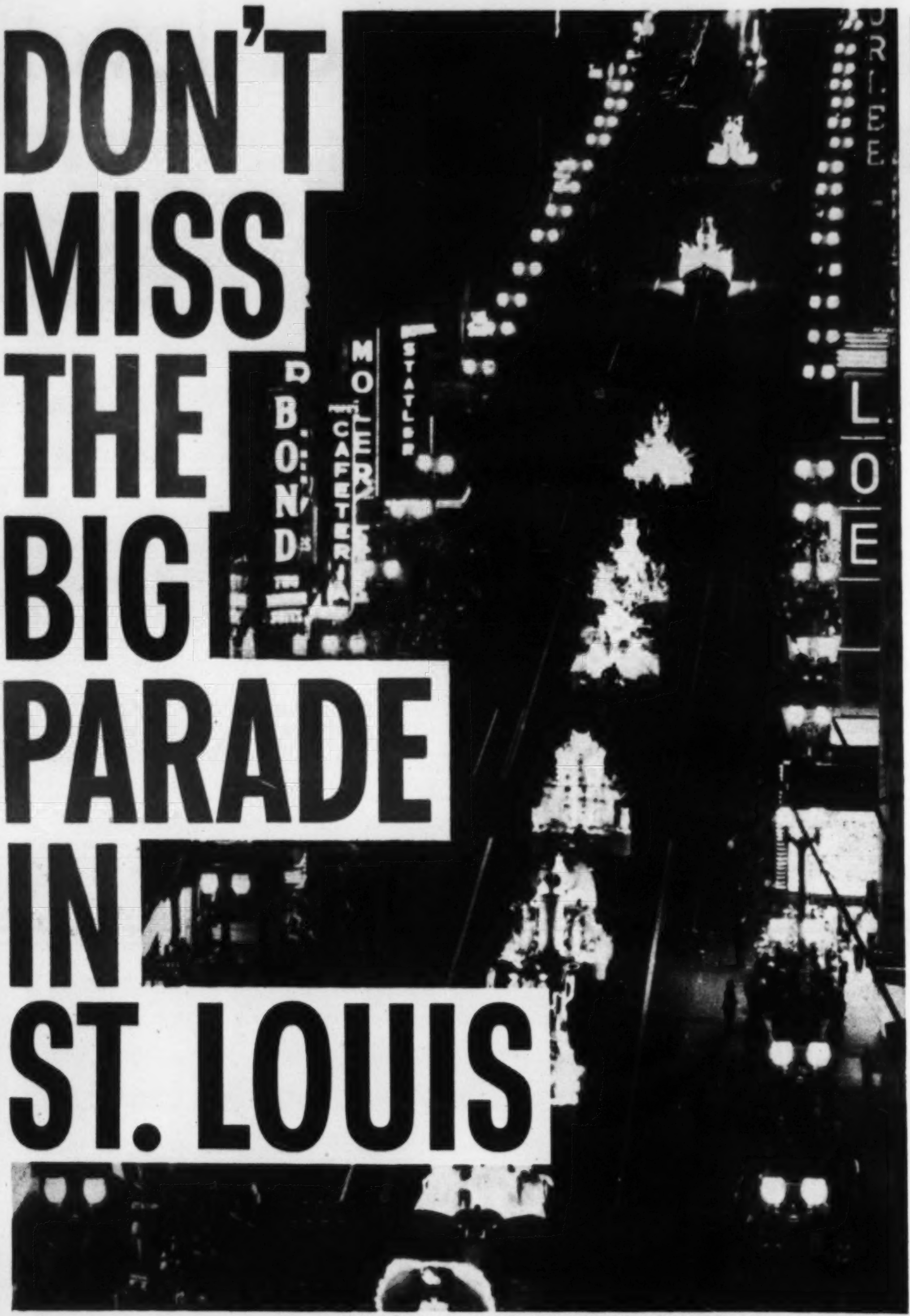
They are the people who set styles in leisure and at work . . . who establish the trends . . . who have earned the right to make most of our national and local decisions.

Not all of them read TIME every week, of course, but those who don't are surrounded by those who do—their friends, business associates, colleagues and families.

This 8 to 10 million market is important to everyone who advertises and sells something. There is only one reliable way to reach all of it—in the pages of its favorite magazine —TIME, The Weekly Newsmagazine.

TIME
THE WEEKLY NEWSMAGAZINE

DON'T MISS THE BIG PARADE IN ST. LOUIS



Veiled Prophet's seventy-sixth annual Parade over 6½ mile route in St. Louis.

Abundant water power, proximity to vast sources of raw material, a highly concentrated population and an ideal location have made St. Louis a key industrial and wholesale center. The rise of such varied industries as shoe manufacturing, drugs, brewing, automobile assembly and others have contributed to the steady growth of Greater St. Louis over the past decade.

Population has grown 20% since 1950. There are now over two million persons in Greater St. Louis. Employment is up in proportion, rising from 686,400 in 1947 to 780,000 in 1958. Retail sales have advanced from a billion and a half dollars in 1948 to over two and one half billion in 1959.

The last ten years have seen 329 new industrial projects and nearly 900 industrial expansions. Two and one half billion dollars have been invested in these new facilities and output has risen phenomenally. For example, steel ingot capacity is up 260%. Petroleum refining capacity is up 90% and sales of natural gas have increased 405%.

If you want your share of the big boom in St. Louis, the St. Louis Post-Dispatch and PARADE will give it to you. Each Sunday they call on more than 355,000 Greater St. Louis homes, more than 540,000 homes in the St. Louis Post-Dispatch and Parade market area, each Monday they begin to move goods off dealers' shelves.

How Big is PARADE in St. Louis

Per cent of families reached

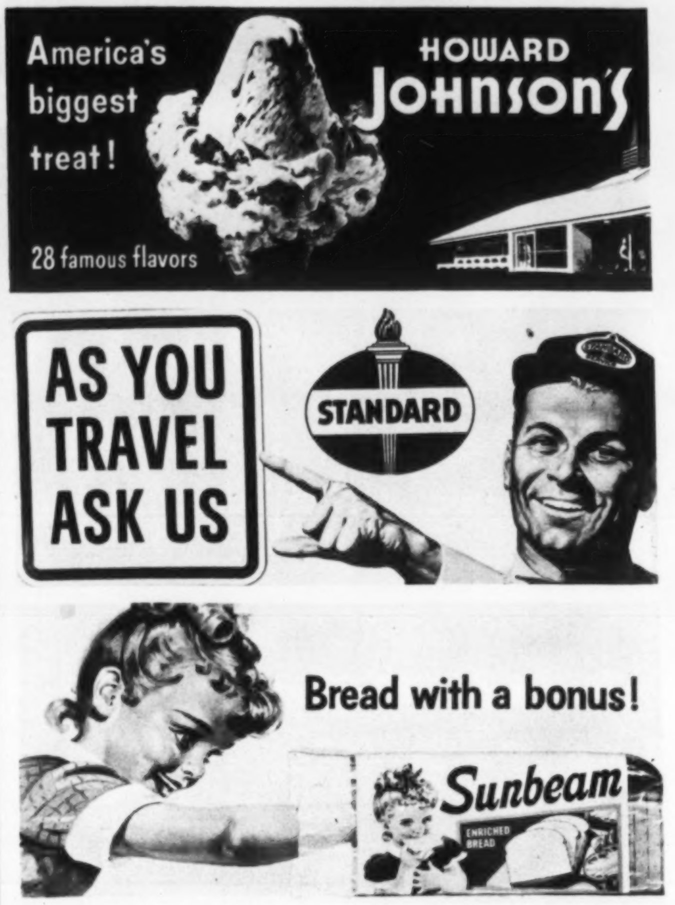
POST...7% LOOK...9% LIFE...10%

PARADE...71%

(HOME COUNTY)

The Sunday Newspaper Magazine
Parade
ST. LOUIS POST-DISPATCH
FINAL
KHRUSHCHEV, IN GAY MOOD AFTER SAN FRANCISCO VISIT, HEADS FOR IOWA

PARADE . . . The Sunday Magazine section of 65 strong newspapers, reaching nearly 10 million homes every week.



TOP STARCHERS—*Of the top ten outdoor posters in the nation rated by Starch for the four weeks ending Sept. 2, the top three were Howard Johnson (copy performance index, 73), Standard Oil Co. of Indiana (64) and Sunbeam Bakers (61). The remaining seven are Standard of California-Chevron (54); Signal Gas (52); Coca-Cola (52); Standard of California-Wildlife (47); Atlantic Gas (47); Taystee Buns, Cook Book Buns (42), and Ford cars (41).*

Farm Crest Plans Fall Push

Farm Crest Bakeries, Detroit, marketer of cakes, pies, cookies and pastries, will use newspapers, radio, outdoor and trade advertising during its fall campaign. Ralph L. Recor, the bakery's general sales manager, said the ads will be focused on familiar nursery rhymes because of their appeal and because they permit easy promotion of the whole pastry line rather than just single items in each ad.

'Housewares Buyer' to Bow

Housewares Buyer, a new trade monthly for volume buyers of housewares, will be published by Irving-Cloud Publishing Co., Chicago, beginning in January. The publisher guarantees a minimum circulation of more than 14,000. Irving-Cloud also publishes *Jobber Topics, Chicago Market News, Super Service Station* and *Hardware & Houseware.*

Ekco Products Names D-F-S

Ekco Products Co., Chicago, has appointed Dancer-Fitzgerald-Sample, Chicago, to handle advertising for its Ekco-Autoyre division. D-F-S has handled advertising for the Ekco-Flint division for the past seven years. Fulton, Morrissey Co., Chicago, is the previous agency.

Ernest Allen Opens Office

Ernest C. Allen, formerly an art director of Needham, Louis & Brorby and Tatham-Laird (he left T-L earlier this year), has opened an office at 333 N. Michigan Ave., Chicago, to provide creative visual services for advertising.

WWLP Promotes Brissette

Paul Brissette Jr. has been promoted from a salesman to local sales manager of WWLP, Springfield, Mass., replacing Ed Hughes, who resigned.

Cohan to Kennedy-Ceglia

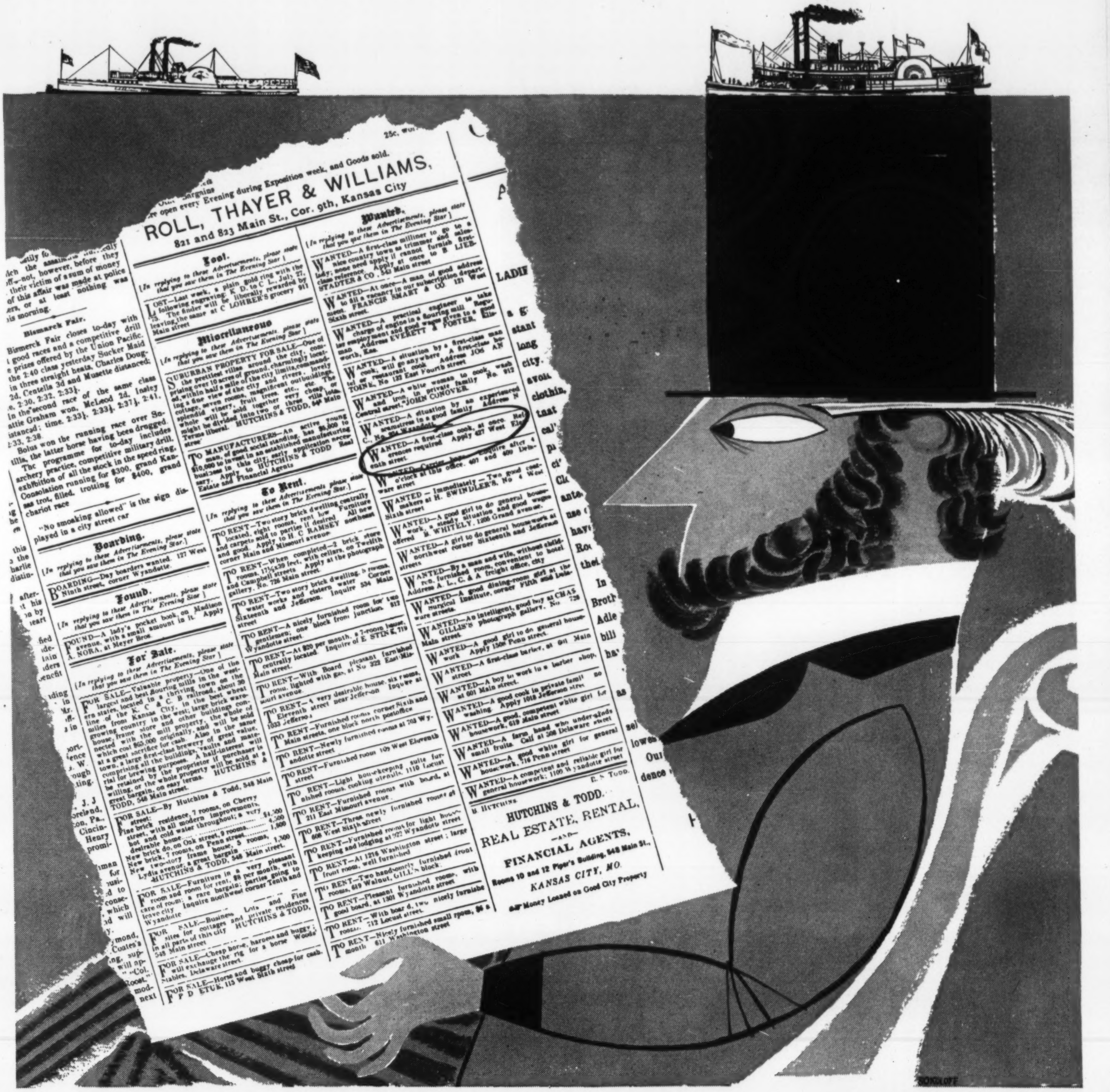
Ray Cohan, formerly on the editorial staff of *Coupon*, has joined Kennedy-Ceglia Advertising Agency, Trenton, N. J., as an account executive and chief copywriter.

sales presentations

murryhill
3-8215

rapid art service, inc.

art studio • typesetting and letterpress • displays
silk screen printing • box easels and binders • exhibits
304 E. 45TH STREET, NEW YORK 17, N.Y.



…re open every Evening during Exposition week, and Goods sold.

25c.

ROLL, THAYER & WILLIAMS,

821 and 823 Main St., Cor. 9th, Kansas City

…den the assailants … before they …off—not, however, before they … their victim of a sum of money … of this affair was made at police …ers, or at least nothing was …is morning.

Bismarck Fair.

Bismarck Fair closes to-day with … good races and a competitive drill … prizes offered by the Union Pacific. … the 2:40 class yesterday Sucker Maid … in three straight heats, Charles Doug… 2d, Centella 3d and Musette distanced; …e, 2:30, 2:32, 2:33½. In the second race of the same class …attie Graham won, McLeod 2d, Insley …istanced; time, 2:33½, 2:33¼, 2:37¼, 2:41, 2:33, 2:38.

Bolus won the running race over So…tilla, the latter horse having been drugged.

The programme for to-day includes archery practice, competitive military drill, exhibition of all the stock in the speed ring, Consolation running for $300, grand Kan…sas trot, filled, trotting for $400, grand chariot race

"No smoking allowed" is the sign displayed in a city street car

Lost.

[In replying to these Advertisements, please state that you saw them in The Evening Star.]

LOST—Last week, a plain gold ring with the following engraving: K. D. to C. L., July 27, '75. The finder will be liberally rewarded by leaving the same at C LOHBER'S grocery 911 Main street

Miscellaneous

[In replying to these Advertisements, please state that you saw them in The Evening Star.]

SUBURBAN PROPERTY FOR SALE—One of the prettiest villas around the city, comprising over 10 acres of ground, charmingly located, within half a mile of the city limits, commanding a fine view of the city and rivers, lovely cottage, seven rooms, magnificent outbuildings, splendid vinery, fruit trees, etc., etc. The whole will be sold together very cheap, or might be divided into two or three villa lots. Terms liberal. HUTCHINS & TODD, 548 Main street

TO MANUFACTURERS—An active young man, of good social standing, has $5,000 to $10,000 to invest in an established manufacturing business in this city; early application necessary. Apply to HUTCHINS & TODD Real Estate and Financial Agents

Boarding.

[In replying to these Advertisements, please state that you saw them in The Evening Star.]

BOARDING—Day boarders wanted. 127 West Ninth street, corner Wyandotte.

Found.

[In replying to these Advertisements, please state that you saw them in The Evening Star.]

FOUND—A lady's pocket book, on Madison avenue, with a small amount in it. Apply A. NORA, at Meyer Bros.

For Sale.

[In replying to these Advertisements, please state that you saw them in The Evening Star.]

FOR SALE—Valuable property—One of the largest and best flouring mills in the western states, located in a thriving town on the line of the K. C. & C. B railroad, about 30 miles from Kansas City, in the best wheat growing country in the west; large brick warehouse, frame store and other buildings connected with the mill property, the whole of which cost $65,000 originally, and will be sold at a great sacrifice for cash. Also in the same town, a large first-class brewery of great value, comprising all the buildings, vaults and material for brewing purposes. A half-interest will be retained by the proprietor if purchaser is willing, or the whole property will be sold at a great bargain, on easy terms. HUTCHINS & TODD, 548 Main street.

FOR SALE—By Hutchins & Todd, 548 Main street:
Fine brick residence, 7 rooms, on Cherry street, with all modern improvements, hot and cold water throughout; a very desirable home…… $4,300
New brick do, on Oak street, 9 rooms…… 4,500
New brick, 7 rooms, on Penn street…… 1,800
New two-story frame house, 5 rooms, Lydia avenue, a great bargain…… 1,300
HUTCHINS & TODD, 548 Main street.

FOR SALE—Furniture in a very pleasant room and room for rent, $8 per month, with care of room; a rare bargain; parties going to leave city. Inquire northwest corner Tenth and Wyandotte

FOR SALE—Business Lots and Fine sites for cottages and private residences in all parts of this city. HUTCHINS & TODD, 548 Main street

FOR SALE—Cheap horse, harness and buggy; will exchange the rig for a horse. Woods' Stables, Delaware street.

FOR SALE—Horse and buggy cheap for cash. P D ETUK, 115 West Sixth street

To Rent.

[In replying to these Advertisements, please state that you saw them in The Evening Star.]

TO RENT—Two story brick dwelling centrally located, eight rooms, rent low. Furniture and carpets sold to parties if desired. All new and good. Apply to H. C. RAMSEY northeast corner Main and Missouri avenue

TO RENT—When completed—2 brick store rooms, 17½x30 feet, with cellars, on Twelfth and Campbell streets. Apply at the photograph gallery, No. 726 Main street.

TO RENT—Two story brick dwelling, 5 rooms, water works and cistern water. Corner Sixteenth and Jefferson. Inquire 534 Main street

TO RENT—A nicely furnished room for two gentlemen; one block from junction. 812 Wyandotte street.

TO RENT—At $20 per month, a 7-room house, centrally located. Inquire of E. STINK, 719 Main street.

TO RENT—With Board pleasant furnished room, lighted with gas, at No 322 East Missouri avenue.

TO RENT—A very desirable house, six rooms, Eleventh street near Jefferson. Inquire at 1033 Jefferson

TO RENT—Furnished rooms corner Sixth and Main streets, one block north postoffice

TO RENT—Newly furnished rooms at 703 Wyandotte street

TO RENT—Furnished room 105 West Eleventh street

TO RENT—Light housekeeping suite furnished rooms, cooking utensils, 1110 Locust

TO RENT—Furnished rooms with board, at 211 East Missouri avenue

TO RENT—Three newly furnished rooms at 606 West Sixth street

TO RENT—Furnished rooms for light housekeeping and lodging at 922 Wyandotte street; large

TO RENT—At 1216 Washington street front room, well furnished

TO RENT—Two handsomely furnished front rooms, 619 Walnut, GILL'S block.

TO RENT—Pleasant furnished rooms, with good board, at 1301 Wyandotte street

TO RENT—With board, two nicely furnished rooms. 712 Locust street.

TO RENT—Nicely furnished small room, $6 a month 611 Washington street

Wanted.

[In replying to these Advertisements, please state that you saw them in The Evening Star.]

WANTED—A first-class milliner to go to a nice country town as trimmer and saleslady; none need apply if cannot furnish first-class reference. Apply at once to B. LIEBSTADTER & CO., 543 Main street

WANTED—At once—A man of good address to fill a vacancy in our subscription department. FRANCIS SMART & CO. 121 West Sixth street

WANTED—A practical engineer to take charge of engine in a flouring mill. Regular employment and good wages given to a good man. Address EVERETT & FOSTER, Ellsworth, Kas.

WANTED—A situation by a first-class man cook, will go anywhere. A first-class hotel or restaurant cook. Address JOS ANTOINE, No 123 East Fourth street

WANTED—A white woman to cook, wash and iron, in private family. No. 912 Central street. JOHN CONOVER.

WANTED—A situation by an experienced seamstress in a good family. Address N. C., No 934 Wyandotte

WANTED—A first-class cook, at once. References required. Apply 427 West Eleventh street.

WANTED—Carrier boys. Inquire after 4 o'clock at this office. 407 and 409 Delaware street

WANTED—Immediately—Two good coatmakers at H. SWINDLER'S, No 4 West Sixth street

WANTED—A good girl to do general housework, a steady situation and good wages offered. B. WHITELY, 1205 Grand avenue.

WANTED—A girl to do general housework at northwest corner Sixteenth and Jefferson streets

WANTED—By a man and wife, without children, furnished room, convenient to hotel. Address A. L., C. & A. freight office, city

WANTED—A good dining-room girl at the Surgical Institute, corner Fifth and Delaware streets.

WANTED—An intelligent, good boy at CHAS GILLIS'S photograph gallery, No. 728 Main street.

WANTED—A good girl to do general housework. Apply 1508 Penn street.

WANTED—A first-class barber, at 611 Main street

WANTED—A boy to work in a barber shop, at 601 Main street.

WANTED—A good cook in private family, no washing. Apply 1018 Jefferson street

WANTED—A good, competent white girl for housework, 619 Main street

WANTED—A farm hand who understands small fruits. Call at 308 Delaware street

WANTED—A good white girl for general housework, 716 Penn street

WANTED—A competent and reliable girl for general housework; 1109 Wyandotte street

B. HUTCHINS. E. S. TODD.

HUTCHINS & TODD.

REAL ESTATE, RENTAL,

—AND—

FINANCIAL AGENTS,

Rooms 10 and 12 Piper's Building, 548 Main St.,

KANSAS CITY, MO.

☞ Money Loaned on Good City Property

LADIE…

79 ~ 'growing' on 80

SINCE September 18, 1880—the day it began publication—The Kansas City Star has been the big want ad medium of Kansas City and the Mid-West.

Fifty-two want ads appeared in The Star's maiden issue. Last year The Star carried nearly two million individual want ads. 1959 promises to top even this!

A newspaper strong in want ads is a newspaper strong in the affections of its readers. Want ads are the people's own advertising, an expression of their faith in a publication's ability to produce results. To media buyers, there is no sounder criterion of newspaper influence.

THE KANSAS CITY STAR

Our colorful language . . .

"painting the town red"

"everything's rosy"

"a yellow streak"

FULL

for

"purple with rage"

"in a golden glow"

"chasing rainbows"

"green with envy"

"feeling blue"

"a checkered career"

"have a green thumb"

COLOR...

all Fairchild Business Newspapers!

Ever notice how often color creeps into our conversation . . . lights up our language . . . sparks our speech? Perhaps that's because all of us instinctively know what color scientists have been proving in their laboratories: . . . that nothing flags attention, heightens imagery, makes as lasting an impression as color.

That goes for advertising, too. Ad men have long since learned what a potent and profitable selling tool color can be. The visual persuasion that color imparts has helped to brighten many a sales picture. The juicy succulence of a sirloin . . . the textured feel of a fabric . . . the sleek glow of a wood grain . . . color paints them all indelibly in the mind of the viewer. And narrows the gap between eyeing—and buying.

Fairchild Publications has been well aware of the many advantages color adds to ads. Our "spot color" facilities—enabling an advertiser to use one color in addition to black—have proved most successful since they were introduced two years ago. Now Fairchild takes another giant step forward. For the past months, a crew of specialists has been hard at work, adding complex—and costly—equipment to our mammoth presses. This message announces one result of their labors—FULL COLOR!

Starting right now, your opportunities for creating colorful advertising in any Fairchild newspaper are limitless. Use it brilliantly . . . or subtly; use it to emphasize . . . dramatize; use it to *tell* more convincingly . . . *sell* more convincingly. In short, to put *you* in the sales picture, put *hue* in the sales picture!

Ask any of these publications for the exciting details:

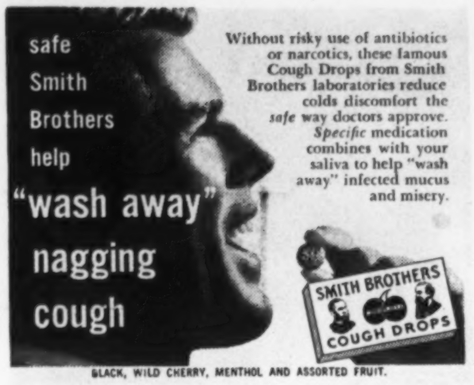
DAILY NEWS RECORD • HOME FURNISHINGS DAILY • WOMEN'S WEAR DAILY
ELECTRONIC NEWS • FOOTWEAR NEWS • SUPERMARKET NEWS
Fairchild Publications • 7 East 12th Street, New York 3, N.Y.

in
TOLEDO
you know
where you're
going with
WSPD
radio
(NBC NETWORK)

Blow the whistle if your sales are lagging in booming Toledo . . . More audience around the clock than the next two stations combined!
1st in Toledo for 38 years—WSPD, the habit station.
Call Katz for fast action.

a
STORER
station

National Sales Offices:
625 Madison Ave., N.Y. 22
230 N. Michigan Ave., Chicago 1



Without risky use of antibiotics or narcotics, these famous Cough Drops from Smith Brothers laboratories reduce colds discomfort the *safe* way doctors approve. *Specific* medication combines with your saliva to help "wash away" infected mucus and misery.

BLACK, WILD CHERRY, MENTHOL AND ASSORTED FRUIT.

SAFE—*Anti-antibiotic theme and "Wash Away Nagging Cough" slogan are featured in new drive for Smith Bros. coughdrops.*

Smith Bros. Uses Testimonial Copy in New Print Drive

NEW YORK, Oct. 20—Testimonials from movie and television entertainers coupled with a new copy theme, "Wash away nagging cough," will be featured in the print campaign breaking this month for Smith Bros. cough drops.

Smith Bros. Inc. will use 130 daily papers, 55 Sunday supplements and the national edition of *TV Guide* in the 26-week campaign, scheduled for the cold season.

The strategy calls for high-frequency use of small spaces. Insertions of 42 lines on two columns will run three times a week in the dailies and every week in the supplements. *TV Guide* will also be used for 26 consecutive weeks.

Robert Hustis, president of the company, explained: "From all research covering ours and similar type products, we have concluded that we can get the most effective ad coverage through use of small space print insertions with good frequency."

■ The testimonial ads—from Pat O'Brien, Vincent Price, Bert Lahr, Nancy Walker, Toni Arden and Fran Warren—will run in *TV Guide*, with the endorsers pointing out that their careers depend on their voices and that's why they use Smith Bros. cough drops.

The copy in the newspaper and supplement ads will stress the "medicated" quality of the cough drops. It will also, incidentally, feature an anti-antibiotic pitch (sign of the times). Ads point out that Smith Bros. cough drops "wash away" coughs and "reduce cold discomforts" the "safe way doctors approve . . . without risky use of antibiotics or narcotics."

Kastor, Hilton, Chesley, Clifford & Atherton is the agency. #

Kresge Adds 'LHJ' Ad Series to Newspaper Drive

S. S. Kresge Co., in keeping with its new merchandising theory of "trading up," is launching a series of color pages in *Ladies' Home Journal* to supplement its newspaper ads. The ads will not replace or substitute for the newspaper ads. They will aim to upgrade Kresge merchandise in middle and high income families.

The first ad features Kresge's own dinnerware. The December ad will feature gift wrappings.

FAMILIES ARE SOLD IN THE MORNING
. . . that's the Trend in Buffalo

Your sales message in the Courier-Express starts to work bright and early and continues to sell in homes and offices all day long. That's why you'll profit by advertising in the Courier-Express.

To prove the point, look at women's store linage trends from 1948 to 1958:
Daily Courier-Express . . . . UP 36.2%
Sunday Courier-Express . . . . UP 47.9%
Evening Paper . . . . DOWN 44.8%

In 1958, the Courier-Express carried 65.8% of daily women's store linage in Buffalo—74.1% of the total with Sunday insertions included.

Or look at men's store linage (1948-58):
Daily Courier-Express . . . . UP 14.6%
Sunday Courier-Express . . . . UP 145.1%
Evening Paper . . . . DOWN 30.9%

Courier-Express share during 1958: 72.6% of daily linage—74.8% of total including Sundays.

Comparable trends in many other diversified classifications add heavily to the weight of evidence that your advertising will produce better results in Buffalo's fastest growing newspaper both from a circulation and advertising standpoint.

FOR MORE ADVERTISING FOR YOUR DOLLAR—concentrated on those with more dollars to spend—use the *Morning* Courier-Express. It reaches nearly half the families in ABC Buffalo—over one-third of all those in the rich 8-County Western New York Market.

FOR SATURATION—use the *Sunday* Courier-Express—the state's largest newspaper outside of Manhattan. It blankets the 482,108 families in Buffalo and the eight surrounding counties.

FOR *TOTAL* SELLING
IN THIS GREAT MARKET

Buffalo
Courier-
Express

*Western New York's
Greatest Newspaper*

ROP COLOR 7 DAYS

REPRESENTATIVES: Scolaro, Meeker & Scott
PACIFIC COAST: Doyle & Hawley

Is Editorial Opinion Favorable?

Press Clippings can keep you informed of popular misconceptions that need to be corrected . . . or can help you ride a wave of popular support. You can invest your public relations and institutional advertising dollars effectively and intelligently when you know what the editors of the nation are thinking and saying. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)

NEWSPAPERS • MAGAZINES • TRADE PAPERS

HE MURMURED "TU"... SHE CAME 3000 MILES CLOSER

They met in the Louvre. He smiled at her smile. She smiled at his French.

For three days he couldn't understand it. She was friendly enough, but the Atlantic still seemed between them.

Then that afternoon in a sidewalk café, he murmured "Tu" instead of "Vous" and she came 3000 miles closer.

Wonderful thing about "Tu." It brings you together . . . so *personally* . . . with people you want to reach.

This last point, we feel, is fairly important to anyone interested in effective advertising. It explains why some ads manage to communicate far better than others. There's more "Tu" . . . less "Vous" in them, to put it simply.

This we discovered early in the process of studying the communication habits of all kinds of people—one of the key steps in the creative process we call *The Personal Approach* at McCann-Erickson. And it left us with this thought:

If your advertising must reach women from coast to coast . . . a little bit of "Tu" may go a long way to bring them closer to you.

McCANN-ERICKSON, INC. • THE PERSONAL APPROACH

BUY A
KING-SIZE
MARKET
EL PASO
CAPITAL CITY
OF
The Fabulous Southwest

World's largest
CUSTOM SMELTER
is located in El Paso, processing 60,000 tons of ore monthly. Annual payroll $4,000,000.

Further Proof that El Paso is still on the GROW.

The El Paso Times
Morning and Sunday
El Paso Herald-Post
Evening

TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

Along the Media Path

Construction has begun on a new addition to the Charleston, W. Va., plant of the **Daily Mail.** The addition will house the combined operations of the *Daily Mail* and the *Gazette,* which consolidated their business and mechanical functions more than a year ago. The first phase of the expansion program calls for a greatly enlarged press room, composing room, mailing room and a newsroom for the *Gazette* staff.

• **WICC,** Bridgeport, Conn., has moved into new studios at 2190 Post Rd., Fairfield, Conn.

• An estimated 75,000 children and adults visited the **WKY-TV,** Oklahoma City, "Fabulous 4 Funhouse" exhibit at the 1959 Oklahoma State Fair. Visitors to the exhibit, designed to promote the station personalities' new fall programming and its new daytime children's strip, "Fabulous 4 Funhouse," were given a sticker bearing a clown's head and the name of the new children's program.

• **WRCV,** Philadelphia, has launched an audience promotion with 1,000,000 Top Value stamps as prizes. Three certificates, worth 200,000, 300,000 and 500,000 stamps, have been hidden somewhere in the city and clues are broadcast daily. Backing the promotion are newspaper ads and radio spots.

• More than 7,000 people attended the eighth annual Nebraska mechanical corn picking contest at Neligh, Neb., co-sponsored by **WOW,** WOW-TV, the University of Nebraska college of agriculture and the Neligh chamber of commerce.

• **KHQ,** Spokane, has announced plans for construction of a building to house studios and offices on the edge of the city where its 826' television tower is now located.

• "Minute Movie" in a flip-card booklet is now being featured in a mailing by **WPEN,** Philadelphia. The series of photos in the flip cards show a woman on a 15-minute shopping spree during which she filled up 14 shopping carts. WPEN paid for the spree.

• The Sunday **Atlanta Journal** and **Constitution** ran 300 pages, including 294,042 lines of retail ads, in their Oct. 11 editions, which included editorial coverage of the Atlanta five-county metropolitan area's population growth. The area is one of the first in the South, along with Miami and Dallas, to hit the 1,000,000 population mark.

• Fourteen contracts for advertising on the outside of more than 2,200 buses of **Fifth Avenue Coach Lines** and **Surface Transit Inc.** in New York have been signed in the first full month since the ads first appeared Aug. 27.

• **Electronic Design** has switched from saddle stitch to perfect binding process to permit greater flexibility in the type of inserts that can be bound and to increase ease in tearing out inserts and articles for permanent filing and reference.

• Effective Nov. 1, the **Register,** Santa Ana, Cal., will begin publishing a morning edition in addition to its evening edition. All display advertising will run first in the evening edition and then in the morning edition, while all classified advertising will run first in the morning edition and then in the evening edition.

• **Department of New Laurels:**

Nation's Business reports an increase of $400,000 in advertising revenue for 1959 over 1958.

Transportation Supply News shows a 33% increase in advertising volume for the first 10 months of 1959 over the comparable 1958 period.

Canadian Electronics Engineering shows a 44.7% gain in advertising linage for the first nine months of 1959 over the period in 1958.

Newsweek reports a total estimated revenue increase of 16.6% for 1959 over the previous year.

Rack Merchandising reports advertising space increased nearly 100% for the first 10 months of 1959 over the same period in 1958.

1
will get you
7

For newspaper advertisers, what is the Charlotte market?......
To begin with, it's Metropolitan Charlotte (Mecklenburg County), biggest thing in both Carolinas. But that *is* only the beginning. Charlotte's newspapers, The Charlotte Observer and The Charlotte News, reach much further. In addition to providing saturation coverage of Charlotte itself, they deliver a Zone of Influence* that includes 39 Carolina counties, where the population totals nearly two million and yearly retail volume passes the one-and-a-half billion dollar mark †.

That Represents a Population Potential More Than Seven Times as Great as Metropolitan Charlotte Itself. And One Media Buy Delivers It All.

As a newspaper market, then, Charlotte is of major *national* importance... biggest in the Carolinas —and then some!

There are, in fact, only 43 cities in the entire U.S. where you can buy more circulation.

* Contiguous counties where Observer—News daily circulation (3/31/59 ABC) is equal to at least 20% of total county households (1959 Sales Management) or 20% of households in one or more principal cities in the county.
† 1959 Sales Management Survey of Buying Power.

THE CHARLOTTE OBSERVER | THE CHARLOTTE NEWS

Charlotte, N.C. • Daily Circulation over 222,000

Represented by
The Katz Agency, Inc.
Newspaper Division

sharpen your selling tools
with Sports Afield

Chop right through sales resistance by using SPORTS AFIELD! Here you reach a selective audience of more than 1,000,000 sportsmen who enjoy the great outdoors . . . and who read *their favorite magazine* edited exclusively for them.

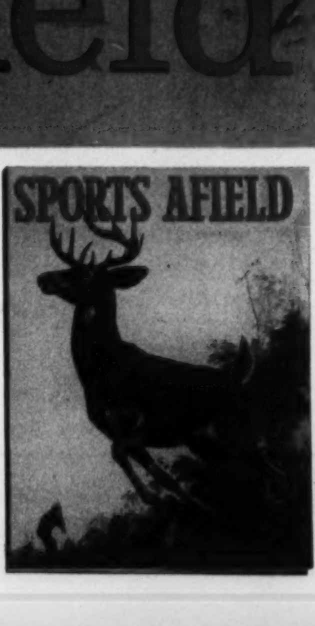
To sell the cream of this leisure time growth market for *all* their many needs, you reach them best in SPORTS AFIELD . . . for cars, beverages, insurance, tobacco, apparel . . . you name it!

Sharpen your media tools through the advertising pages of SPORTS AFIELD, the champion growth magazine* that will help you sell over 1,000,000 select prospects more for your advertising dollar.

***Ad revenue has quadrupled in the post-war period, circulation has more than doubled . . . 4th quarter of 1959 average circulation in excess of**

1,100,000**

****Publisher's estimate**

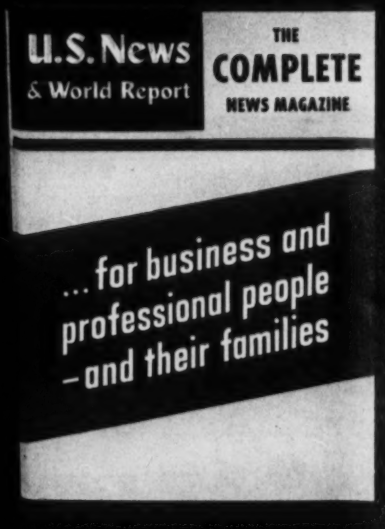


SPORTS AFIELD • A HEARST KEY MAGAZINE • 959 EIGHTH AVENUE • NEW YORK 19, N. Y.

Now you can
advertise to 1,136,847
of the most

IMPORTANT

people in America
through
just one magazine


U.S. News
& World Report
THE
COMPLETE
NEWS MAGAZINE
...for business and
professional people
—and their families

Here's a dramatic indication of what happens when people move up the ladder to better jobs, more responsibilities, and higher incomes.

Just ten years ago, the circulation of "U.S.News & World Report" was 369,000.

Five years ago, the circulation was 703,000.

Today, the net paid circulation (January-June) averages 1,136,847 weekly!

What brought this growth about?

Did the magazine change?

No.

Did people change?

No. Just more of them stepped into the ever-growing number of managerial positions, and discovered the *usefulness* of the news in "U.S.News & World Report."

These important people are busy people. They seldom have time for more than one news magazine. Research shows that "U.S.News & World Report" subscribers do not, to any appreciable extent, subscribe to any other news magazine. In "U.S.News & World Report" they find the complete news of national and international developments that they use in their business planning, in their decisions, and in their personal and community living.

Result—national advertisers gave "U.S.News & World Report" the biggest advertising page gain for the ten year period 1948 to 1958 of any news or management magazine, and this holds true for the first half of 1959 as well.

Advertisers find that they cover, in a single magazine audience, a major segment of the important people throughout American business, industry, finance, government and the professions. These people are *leaders* in business and in the community. Four out of five "U.S.News & World Report" subscribers hold managerial positions. Family incomes average $15,009—highest of all magazines with more than 1,000,000 circulation.

Advertisers also find that they cover this important high-income managerial market in "U.S.News & World Report" *at a lower cost per thousand than in any of the other news and management weeklies.*

Ask your advertising agency for the advertising facts about "U.S.News & World Report" as they apply to your company's objectives and your markets. Or contact any of our advertising offices in the cities listed below.

U.S.NEWS & WORLD REPORT

America's Class News Magazine

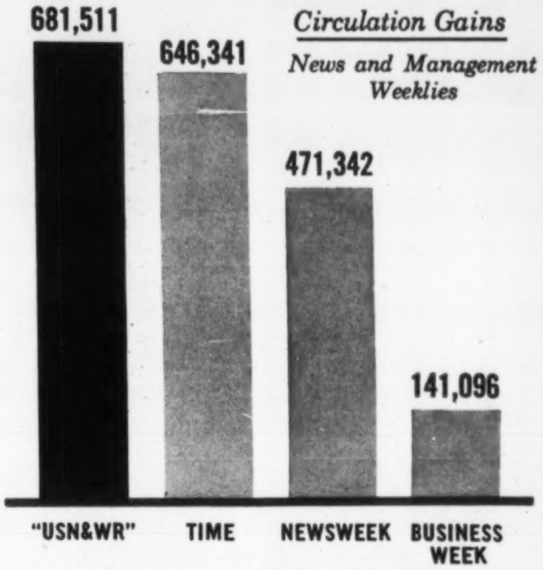
Advertising offices at 45 Rockefeller Plaza, New York 20, N. Y. Other offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, Los Angeles, San Francisco, Washington and London.

NET PAID CIRCULATION IS NOW

1,136,847

Average net paid circulation, January-June, 1959, based on Publisher's Statement to the Audit Bureau of Circulations

FIRST IN CIRCULATION GROWTH 1948-1958

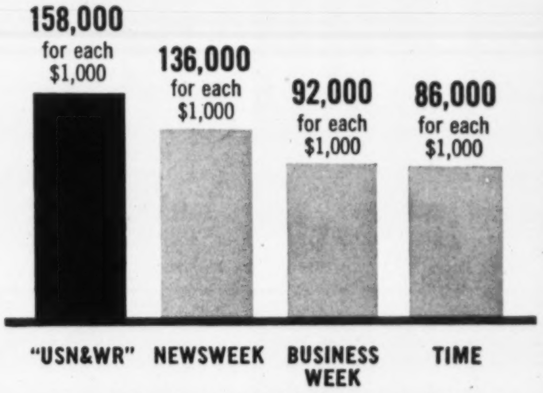


Source: Comparisons of Publishers' Statements to the Audit Bureau of Circulations

FIRST IN MANAGERIAL COVERAGE PER ADVERTISING DOLLAR

"U.S.News & World Report" delivers more managerial readers per dollar than any other news or management weekly.

WHAT EACH $1,000 BUYS IN MANAGERIAL COVERAGE

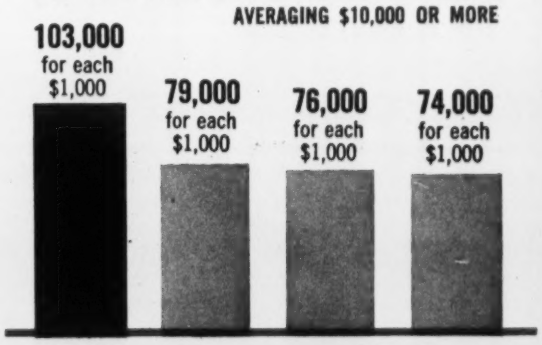


Source: Based on each publisher's own audience information and current rate cards.

FIRST IN HIGH-INCOME COVERAGE PER ADVERTISING DOLLAR

"U.S.News & World Report" delivers more high-income families per dollar than any other news or management weekly.

WHAT EACH $1,000 BUYS IN COVERAGE OF FAMILIES AVERAGING $10,000 OR MORE



Source: Based on each publisher's own audience information and current rate cards.

WHAT'S THE TREND IN TRENDS?

Make your ads make a name for you. Read ART DIRECTION, The Magazine of Creative Advertising. Each exciting issue gives you new directions in art, layout, type, photography. Tremendous idea and art source. ART DIRECTION has been helping Art Directors and Advertising Managers since 1949. Subscriptions are only $6 for 12 issues,*$10.50 for 24.

Subscribe—ART DIRECTION

A17, 19 W. 44th St., New York 36, N. Y.

Medical Assn. Joins MPA

American Medical Assn., Chicago, has been accepted as a member of the Magazine Publishers Assn. AMA publishes *Today's Health* and specialized medical periodicals.

Carino Joins Wenger Agency

Saverio J. Carino, formerly with Young & Rubicam, has joined David J. Wenger Advertising, New York, as associate art director.

JWT, FC&B Full-Page Ads Reflect Tight Labor Picture in West Germany

FRANKFURT, GERMANY, Oct. 20—The tight labor market in West Germany, "the land of over-employment," is reflected in the advertising agency business here.

Two major U.S. agencies recently resorted to full-page want ads in a daily newspaper to attract personnel.

J. Walter Thompson Co. took a full page in the *Frankfurter Allgemeine Zeitung* on June 20. Foote, Cone & Belding, which opened a new office here on Oct. 1 (AA, May 4), followed JWT's lead by taking a full page on Aug. 8.

■ The JWT ad, headlined: "We Are Seeking Top Talent for Advertising," drew 800 replies. The FC&B ad, headlined: "An Extraordinary Opportunity! Would You Like to Work for a Leading American Advertising Agency?" pulled 500 replies.

Cost of the ad: 6,000 Deutsche marks, or about $1,500.

The full-page want ad is not a new gambit for JWT here. Two years ago it ran such an ad in the *Allgemeine* and in another daily, *Die Welt*, and garnered more than 2,000 replies. This previous ad included a coupon offer of a booklet about advertising.

Thompson currently has a staff of 255 here and it needs 60 new people between now and next July. FC&B opened its new offices at 16 Kleine Hirschgraben here with a staff of 14.

■ "Of the replies we received to the ad, about 25% were no darned good," Don Cunningham, head of the new Foote, Cone office, reported. "They came from freelance artists, printers—who wanted our business, and astrologists.

"We were highly pleased that 75% had at least some qualifications. These qualifications ranged all the way from rather limited experience to department heads of major agencies here in Germany.

"Good people are hard to find, but we are trying to avoid anything resembling pirating people. We made our presence known and let people come to us."

■ Foote, Cone's starting staff includes Bern Rohrback, manager of client services; Edmund Woll, administration manager; Hans Schweers, head of the copy department; William McLean, art director; Hans Woycik, research director, and Hans Seidler, production chief.

Mr. Cunningham stressed: "We want a German agency. We don't want to pick up a Chicago office and set it down here. All our basic employes—except myself and Mr. McLean, who comes from our London office—are Germans.

"We honestly tried to get the best possible people. We know our initial efforts will be watched very carefully."

■ Mr. Cunningham said he is paying salaries "commensurate with what the other agencies are paying. We're anxious not to come in and goof up the financial structure, nor are we prepared to be censured for luring people away from other agencies and contributing to spiraling wages here."

Mr. Cunningham, 34, was born in Gary, Ind., and spent the last three and one-half years with FC&B's Chicago office as account executive on Kimberly-Clark. Before that he was with Earle Ludgin & Co., Chicago, and Stockton, West, Burkhart, Cincinnati.

■ "Accounts here are still in a nebulous state," he said. "We are taking over most of the clients we previously handled through affiliates in Germany, plus some new business that was not previously handled by our agency."

Two accounts the agency will be handling here are British Over-

how to grow a forest

Plant a single tree. Add another and another and another.
Then you'll have a forest . . . a *continuity* of trees.
You need continuity for successful advertising, too.
It's particularly effective with newspapers. Newspapers go into the same homes day after day, week after week. To tell, to sell, to keep sold. Because we believe so strongly in the value of continuity in advertising, we have pioneered a new frequency-volume discount plan to encourage advertisers to take advantage of the impact of continuity. It offers discounts with no increase in existing rates. The Continuity-Impact-Discount plan makes possible the most effective use of newspapers. Let your Branham representative show you how C-I-D will get increased advertising impact for you in the Louisville market.

The Courier-Journal
THE LOUISVILLE TIMES

2,376 DOCTORS

(prescribers of products like yours)

HELP YOU SELECT AN ADVERTISING MEDIUM

No guesswork here but factual reports on the *interested* audience delivered by one medical publication—MODERN MEDICINE. And they are based entirely on facts and figures reported by the doctors who are—or who could be—your customers.

Since May 1958, Readex, the nationally recognized research service has compiled detailed reports on doctors' interest in the entire advertising and editorial content in every issue of MODERN MEDICINE.

PROOF FROM YOUR CUSTOMERS

2,376 individual doctors located throughout the U.S. report on . . .

5,677 advertisements and editorial articles that interested them in . . .

24 issues of MODERN MEDICINE

THIS IS THE AUDIENCE MODERN MEDICINE DELIVERS

Here are just a few highlights pointing up the tremendous audience of interested doctors delivered by MODERN MEDICINE.

92% of the doctors reported interest in one or more articles in the department of Medicine in the January 1, 1959 issue.

91% of the doctors reported interest in one or more articles in the department of Medicine in the May 1, 1959 issue and 90% in the October 15, 1958 issue.

81% of the doctors reported interest in one or more articles in the department of Pediatrics in the January 15, 1959 issue.

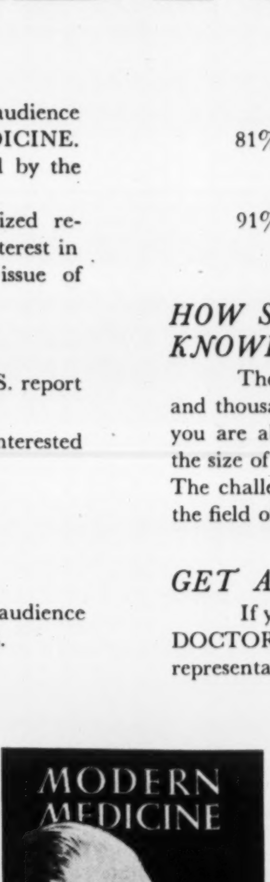
91% of the doctors reported interest in one or more articles on Surgery in this same issue.

HOW SKILLED AND KNOWLEDGEABLE ARE YOU?

These are the factors that decide how many of the thousands and thousands of doctors in the MODERN MEDICINE audience you are able to interest. The traffic through the publication and the size of the audience are documented by the doctors themselves. The challenge and the opportunity confronting you are unique in the field of medical communication.

GET ALL THE FACTS

If you have not received your copy of the new book, "2,376 DOCTORS REPORT", contact your MODERN MEDICINE representative. Study the report carefully. Compare the cost of capturing the doctor's interest in this publication with that for any other channel of communication. What you see here may well affect your choice of a basic medium for reaching and influencing all U.S. physicians to age 65.



Interest Stimulates Sales—Modern Medicine Stimulates Interest.

Minneapolis · Chicago · New York · San Francisco · Los Angeles
In Canada: Modern Medicine of Canada · In Great Britain: Modern Medicine of Great Britain · In Australia: Modern Medicine of Australia

Just the facts, man*

The 60 highest-rated shows
in the nation's 37th market
are all on WJIM-TV!

*LANSING NIELSEN, JULY, 1959

COVERING
THE
NATION'S
37TH
MARKET

WJIM-TV
Strategically located to exclusively serve
LANSING....FLINT....JACKSON

Basic
CBS
NBC.......ABC

Wir suchen Spitzenkräfte für die Werbung

J. WALTER THOMPSON GMBH

Möchten Sie gerne in einer der führenden amerikanischen Werbeagenturen arbeiten?

Die FOOTE, CONE & BELDING GMBH

nimmt am 1. September ihre Tätigkeit in Frankfurt am Main auf.

HELP WANTED—*J. Walter Thompson and Foote, Cone & Belding take to full pages to recruit personnel in Germany.*

seas Airways Corp. and Aer Lingus.

In its want ad FC&B made a point of stating that it is "one of the 10 largest advertising agencies in the world." But Mr. Cunningham told ADVERTISING AGE: "We have no magic amulets or charms that we have come with, but I think there is one hell of an opportunity here for good, sound advertising counsel. I think that there is a great deal of business to be built here in this exploding economy."

■ The J. Walter Thompson want ad was—for a Thompson ad—quite unusual. An explanatory box, "Das ist J. Walter Thompson," noted that JWT was founded in 1864 and is now the world's largest agency. It cited 1958 billings of 1.27 billion Deutsche marks, which is the AA estimate of $302,500,000 (AA, Feb. 23).

Another surprise: It reported JWT's worldwide employe force was 6,287. The most recent estimate, reported in AA earlier this year (AA, March 2), was 5,500—2,400 in the U.S., 3,100 abroad.

Thompson runs a training course here for employes. Sessions are held every other Monday from 5:30 to 7:30 p.m. Attendance is voluntary, but about one-third of the staff comes.

Tom Sutton, JWT's German manager, told AA: "The ideal employe for our agency in Germany is an individual between the ages of 28 and 33 with some experience in life and advertising, even if it isn't the right experience. It is easier to retrain a more mature individual than it is to take a younger person and establish the initial advertising training." #

'SEP' Names Brown Assistant to A.M., Appoints 2 Others

Robert DePue Brown has been named assistant to the advertising manager of *The Saturday Evening Post*, Philadelphia. Mr. Brown joined the *Post* in 1954 as a member of the creative department.

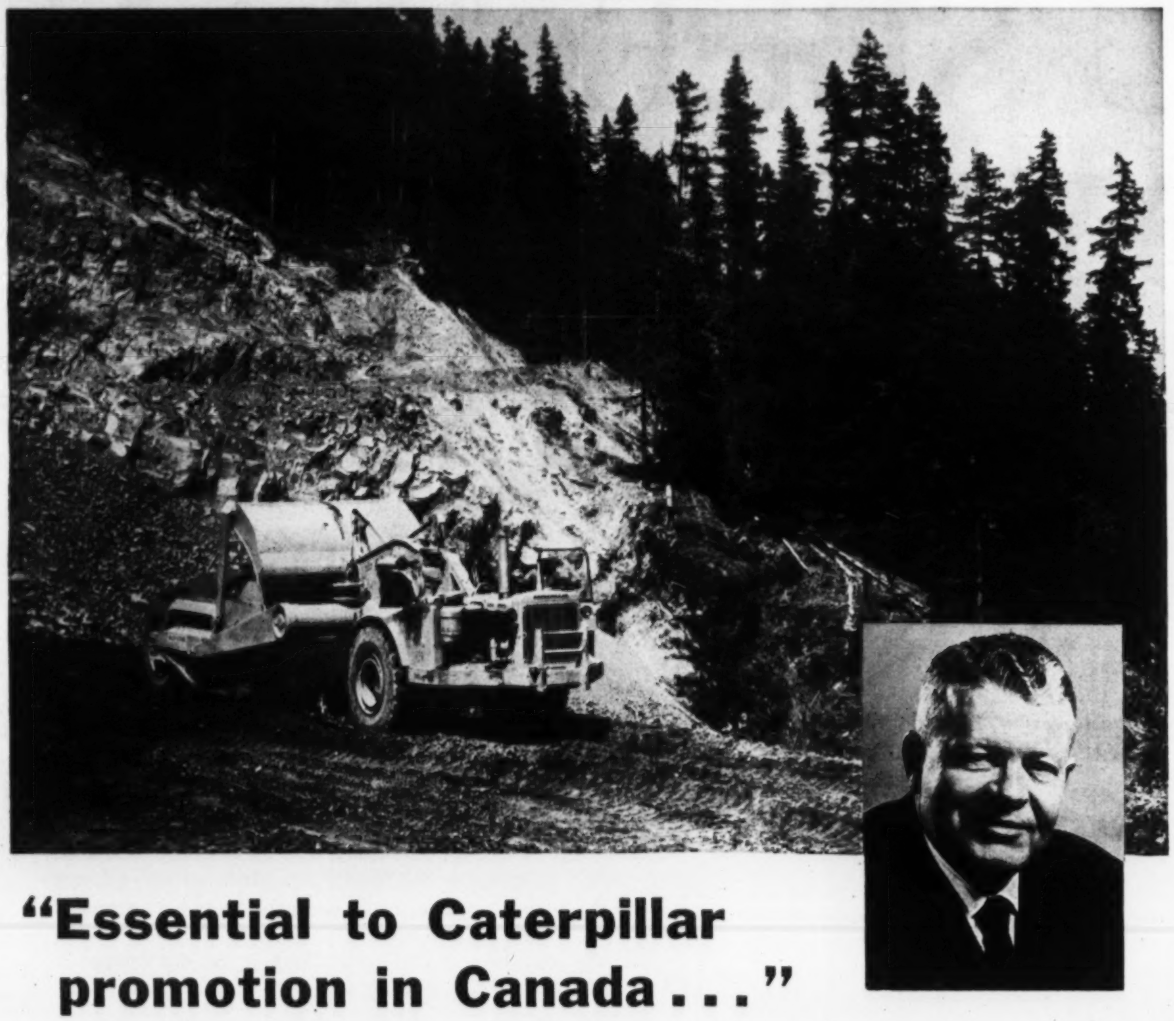
The *Post* also has named Ray E. Brosseau to its marketing department and Joseph G. Varga to its New York sales staff. Mr. Brosseau formerly was with the sales division of National Broadcasting Co. Mr. Varga previously was with *Everywoman's Family Circle*.

Linck Glitter Pen Bows

O. E. Linck Co., Clifton, N. J., will introduce its Linck 3-D Glitter Pen in Sunday supplements during November. The pens "glitter as you write" and are used to apply glitter to gifts and decorations. They come in six colors and sell for 49¢ each. Ads will run in *Family Weekly, Parade, Sunday* and *This Week Magazine*. Retailers are being offered three-color, battery-operated oscillating counter displays. J. M. Kesslinger Associates, Newark, is the agency.

Malley Joins Climax

L. Richard Malley, formerly assistant to the president of American & Foreign Enterprises, has been appointed advertising manager of Climax Molybdenum Co., New York, a division of American Metal Climax Inc.



"Essential to Caterpillar promotion in Canada . . ."

"The Canadian trade journals in which we advertise are essential to the promotion of Caterpillar products in Canada." So says Mr. C. M. Adams, Advertising Manager for Caterpillar Americas Company, when asked about his company's media policies for Canada.

Caterpillar equipment is at work all over Canada and Canadian equipment buyers are made aware of Caterpillar values by consistent and well-directed advertising in a wide range of leading Canadian business papers.

Caterpillar is just one of scores of top U.S. firms who market in Canada and use one or more Canadian business papers to tell their product and company stories.

Canadian business papers are modern, lively and authoritative; they cover almost every market in Canada with original, quality editorial that wins readership.

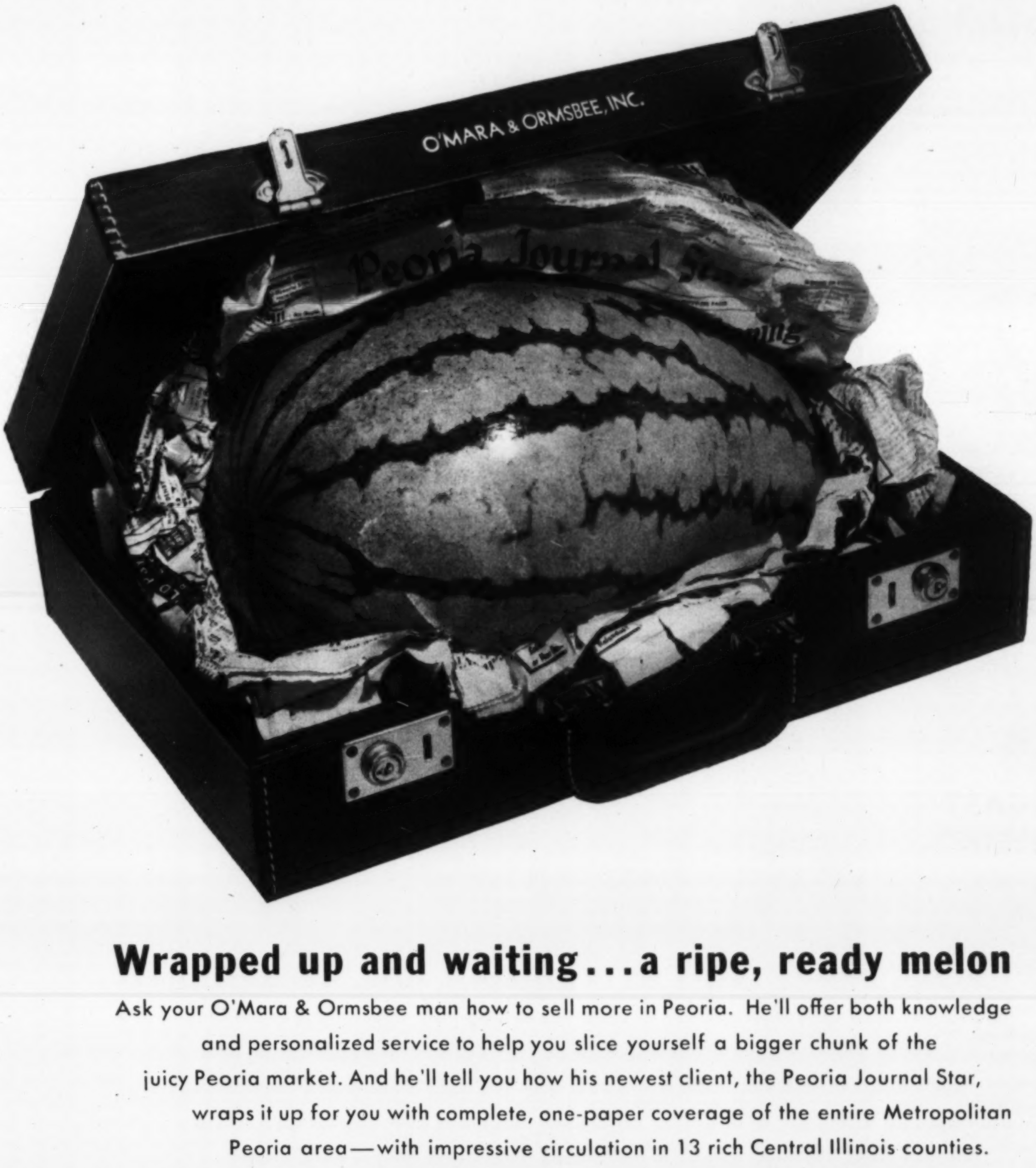
The more than 130 business papers which are members of Business Newspapers Association of Canada offer important values to advertisers. For example every BNA-member publication has a circulation audit by a recognized auditing body. Many offer readership studies and other factual data for media analysis.

It is impossible to cover Canada effectively with the circulation overflow of U.S. media. Canadian business papers take your message directly to the largest audience of business buyers.

Essential to ANY promotion in Canada:

The members of BNA

BUSINESS NEWSPAPERS ASSOCIATION OF CANADA
100 University Avenue, Toronto, Canada
The organisation of more than 130 quality Canadian business publications



Wrapped up and waiting . . . a ripe, ready melon

Ask your O'Mara & Ormsbee man how to sell more in Peoria. He'll offer both knowledge and personalized service to help you slice yourself a bigger chunk of the juicy Peoria market. And he'll tell you how his newest client, the Peoria Journal Star, wraps it up for you with complete, one-paper coverage of the entire Metropolitan Peoria area—with impressive circulation in 13 rich Central Illinois counties.

PEORIA JOURNAL STAR

O'MARA & ORMSBEE, INC. national representatives
New York • Detroit • Chicago • San Francisco • Los Angeles

Dayton Foam Rubber Bounces Back to Waters

(Continued from Page 2)

New York continued to operate from its space on the Waters floor.

▪ This week there was another change. The foam rubber division named Waters to replace the Geyer agency, effective immediately.

Geyer's Dayton office, however, will continue on the corporate campaign, the Dayflex and Urethane divisions and the international company.

J. D. Hershey, director of public relations for Dayton, explained to ADVERTISING AGE that the rubber company is in the process of diversifying its operations. Dayton Rubber has about a dozen operating divisions, some of them widely scattered, and it decided to allow the local divisions to select their own agencies.

Mr. Hershey noted that Dayton has moved in the past three years from a volume of $54,000,000 to $100,000,000 and "we have no room to expand here at Dayton."

▪ The company has several divisions on the West Coast—American Latex Products and Hardman Tool & Engineering—and each employs local agencies. It has a plastics and chemical division in Detroit with its own agency. The industrial products division is in Chicago and it recently named the Chicago office of Marsteller, Rickard, Gebhardt & Reed to succeed a Detroit shop, Allman Co. (AA, April 6).

All divisions headquartered in Dayton will continue to be serviced by the Dayton office of Geyer.

The foam division, which is now moving back to Waters, has its headquarters in Asheville, N.C. Asheville is closer to Dayton than New York but the Koolfoam retail division in New York couldn't get any closer to Waters. #

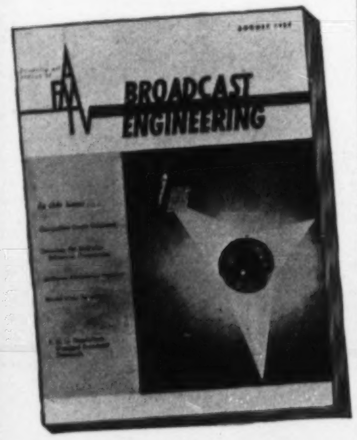
Irving Gould Opens Philadelphia Agency

Irving Gould, who resigned recently as creative vp of Lavenson Bureau of Advertising, has opened his own agency, with offices in the Lewis Tower Bldg., Philadelphia.

Mr. Gould, in the advertising field 22 years, also has been with the Julian Pollock and Richard Foley agencies.

Ayer to Drop Butcher Account

N. W. Ayer & Son, Philadelphia, has resigned the advertising account of Butcher Polish Co., Boston, effective Jan. 15, or a later date if by then the company has not secured another agency. Butcher makes both industrial and consumer waxes and polishes, including Butcher Boston polish, White Diamond wax and Green Stripe liquid self-polishing wax.



The only Technical Journal directed to the Broadcasting Industry!

BROADCAST ENGINEERING

- Blanket coverage of AM-FM-TV stations—U. S. and Canada—engineers, technicians, management.
- Editorial format designed specifically for operating personnel—no waste circulation going to programming people, etc.
- Suppliers to AM-FM-TV stations can now sell **every** station **every** month.
- An exclusive, multi-million dollar electronic equipment market.

contact

BROADCAST ENGINEERING
1014 Wyandotte St.
Kansas City 5, Mo.

Channel Master Sets Ad Push

Channel Master Corp., Ellenville, N. Y., will use network television, farm publications and general magazines to promote its Travelling-Wing television antenna. The tv schedule includes participations on NBC's "Today" and on ABC's "Gale Storm Show," "Love That Bob" and "Reckless Gun," running from October through December. Ads will be run from November through February in *Coronet, Farm Journal, Progressive Farmer, Successful Farming* and *The Saturday Evening Post*. The ad push will be aimed at the antenna replacement market. The campaign was placed through S. R. Leon Co.

Rosen Joins Weiss Agency

Jack H. Rosen, formerly with the advertising staff of the *New York Herald Tribune*, has joined Edward H. Weiss & Co., New York, as an account executive.

P-O-P Displays Boost Impulse Sales 41%, Study Shows

NEW YORK, Oct. 20—By using point of purchase materials retailers can increase their customers' unplanned purchases (plus-sales, not switch sales) by 41% over what they would be without sales aids.

This finding and others are revealed in a new study conducted for the Point-of-Purchase Advertising Institute by Louis Harris & Associates Inc., a market research company.

■ The study finds that 34% of supermarket purchases today are unplanned plus-sales. Point of purchase materials and special price sales account for 73% of these unplanned purchases, with point of purchase (38%) being the more important and less expensive of these two merchandising aids, according to the study.

Other findings reported in the study are:

- Point of purchase materials trigger latent or postponed purchases.
- Point of purchase materials persuade shoppers to indulge in a treat.
- Point of purchase materials trigger the need for buying something for key members of the family.
- Price specials unlock latent need for a product.
- Price specials arouse a sense of missing something if the purchase is not made. #

Ruben Heads Kameny Unit

William S. Ruben, formerly advertising manager of Flexees Inc., has joined Kameny Associates, New York, to head the agency's new soft goods division. The division has been set up to work with department and specialty stores on the development of both national and cooperative promotions.

VISITING HOURS

Sign-on to Sandman

There are no restrictions on visiting hours when friends call by way of WBNS-TV. Her Channel Ten pals breast all barriers when a little lady beckons. It's mighty reassuring to see familiar faces like Captain Kangaroo and Flippo the Clown when you're a tiny bit scared and away from home.

It doesn't take long to snip out tonsils these days so Susie will be back with her family tomorrow. However WBNS-TV will remain on duty in this and 66 other hospitals within range of our 316 kw signal.

We recognize that our obligation goes beyond bringing the world outside into this room. It also demands that we bring the needs of this room to the attention of the world outside. For example, the attractive girl by Susie's bed first learned about careers in nursing through a series of announcements and programs created by our energetic Public Service Department. Public service announcements during the first six months of our tenth year totaled 5,529. Estimated air time value exceeded half a million dollars.

WBNS-TV's good neighbor policy is part and parcel of being born and raised in Central Ohio. That's how it's been during our first decade and that's how it will continue.

Each succeeding year seems to find our audience larger, warmer and more receptive. Small wonder advertising agency time buyers express themselves as follows: "*If you want to be seen in Central Ohio — WBNS-TV*".

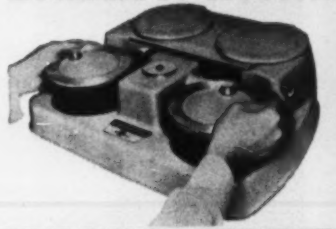
WBNS-TV

CBS Television in Columbus, Ohio

The nation's No. 1 TV test market station.
Represented by Blair TV. 316 kw.

CHAINED
to the HOT
TYPOGRAPHY
HABIT?

BREAK IT WITH...



FILMOTYPE

Like real cool, man. That's what you'll say about the Filmotype Photo-Typesetting Machine. Cold composition for every display type and lettering need! Actually a pleasure to use, especially since cost is pennies per word . . . quality unquestionably finest professional grade . . . the convenience, speed, simplicity perfect supplements to the pressure of production. Filmotype . . . the hottest machine in the field of cold composition!

AND CONSIDER: the most all-inclusive style selection in photo-typesetting/From 12 pt. to 144 pt./Screens, tints right from the machine/Limitless intermixing of faces.

NOTE: Play it safe . . . save . . . with the Filmotype "Pays-for-itself" Purchase Plan. Write for complete details, today.

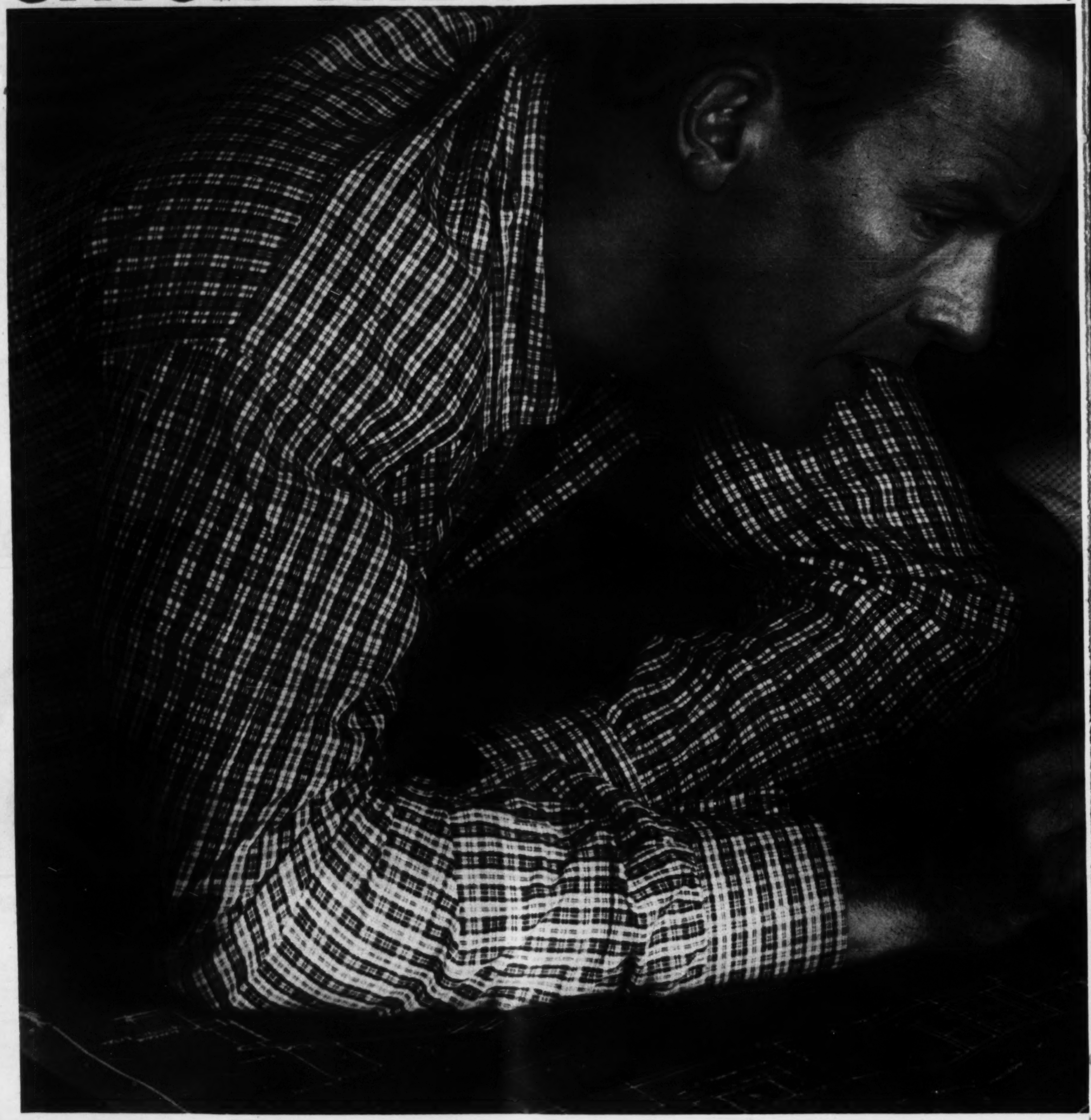
FILMOTYPE
7500 McCormick Blvd., Skokie, Ill.

☐ Have the Filmotype representative make an appointment in my own office for a demonstration.

☐ Send me further information about the Filmotype Photo Lettering Machine.

Name________________
Firm________________
Address________________
City________Zone____State______

CATCH THEM IN THE ACT



THE AMERICAN HOME

12,000,000 home-minded men and women plan their building, their remodeling, their decorating, their meals and their purchases right in the pages of American Home. This is the exciting magazine that gives them practical ideas they can live with—gives them things to do and things to buy now. If you've got a product that belongs in the home—your advertising belongs in American Home.

CATCH THEM IN AMERICAN HOME

A CURTIS MAGAZINE READ BY 3,600,000 FAMILIES WITH A CONSUMING INTEREST IN THE HOME

This Week in Washington . . .

Who Needs Mail Service? P.O. Exec Asks; Don't Write—Phone or Wire

By Stanley E. Cohen
Washington Editor

WASHINGTON, Oct. 22—At a party the other evening a man of considerable stature in the Post Office Department, whose identity had best be concealed, sat back and challenged: "Do you realize that the popular notion of what we need in the way of postal service is about as obsolete as the sentimental affection that many people feel toward railroad passenger service?

"We hear a great deal," this man said, "about the need to speed up the mail service. But how many people stop to ask themselves what do we need this faster service for?

"As a matter of fact, in modern, mid-20th century America there seems to be less need for ultra fast mail service than ever before."

■ His argument goes something like this: A recent analysis of the material which the post office handles demonstrated that about 80% of the first class mail is business mail—utility bills, invoices, and similar material.

"In this day and age, anyone who is in a real hurry to get a message through only has to pick up the phone. He can talk anywhere in the world by long distance. Or if he doesn't want to talk, he can get connected instantaneously with the telegraph office."

Of course people still write letters to each other, he said. But these are mostly routine exchanges of information or courtesies. The loss of a few hours is of no more real concern in handling these letters than it is in handling the utility bills, and the mountain of other detail which business men entrust to the mail.

■ "We hear a lot of talk," this man says, "about same-day delivery, which is available in some of the big European capitals. We could have it, too, if we were willing to spend the millions of dollars necessary for additional personnel.

"But would this be a sensible way to use the public's money? In London and Paris, only a small percentage of the public has a phone within easy reach, or a car parked in the driveway.

"People abroad need elaborate postal service because the rest of their economy is still in the age where postal service was the only convenient means of communications. In this country, where people can phone the grocer, or dash to the supermarket in the family car, it would be sheer folly for the government to go to the huge expense involved in providing same-day mail service so people could get their meeting notices a few hours sooner, or receive the weekly letter from the son in college a bit faster."

■ Like so many discussions of postal problems, the conversation eventually focused on the subject of money.

"In order to get all this rapid service which the department feels it is obliged to provide," the gentleman said, "we will be embarking on a program which involves the expenditure of about $2 billion for new post offices and for automatic mail handling equipment.

"This is a fine thing for the companies which are going to be selling these products to the government. But with the Post Office already losing $700,000,000 a year is it really fair to the taxpayers? After all, the jams in the post offices are traceable largely to publications, advertising matter and other kinds of material that pay very low prices for the services they get. Now the taxpayers, including myself, are going to have to go into hock for a big Post Office overhaul in an effort to move mail faster than it really needs to be moved."

Hector Report Stirs Interest

Lawyers and similar learned individuals who work for government regulatory agencies like the Federal Communications Commission, or practice before these agencies, are busy these days examining the incendiary farewell report which Louis Hector left with President Eisenhower when he quit his Civil Aeronautics Board job in disgust and retired to Miami.

Mr. Hector thinks regulatory agencies have outlived their usefulness. The crusading spirit is gone, and the agencies themselves are tied in so much red tape they don't get anything done. His proposals, which are being circulated by the House committee on legislative oversight for consideration by the legal fraternity, call for the elimination of the independent agencies. Policy decisions would be entrusted to the executive branch of the government, and litigation over controversial issues would be transferred to the courts.

■ *Part of the problem, he says, comes from the fact that the agencies are "hydra-headed." All members are equal, and they spend most of their time disagreeing with each other. Another part of the problem is their conflicting responsibilities. "One day," says one of Mr. Hector's friends from CAB, "the board members are out rubbing shoulders with airline executives trying to find out what needs to be done to encourage and stimulate aviation. Next day they are up on the bench, protecting the public interest against excessive increases in rates, and wondering whether their verdict is going to help the public as much as it is going to hurt the airlines."*

■ *"Hector's report," said one knowledgeable ex-government employe, "is a brilliant analysis of the mess the administrative agencies are in, but whether anything will be done about it remains doubtful.*

"By proposing that policy-making be shifted to the executive branch, Hector stacked the deck against himself," this man says. "Can you imagine Congress agreeing to a plan which gives this kind of power to the executive department?"

But beyond that, there is always the possibility that the regulated industries themselves will turn tail when the prospect of freedom is dangled before them.

"Many of us who have worked in regulatory agencies have found that regulated companies have a vested interest in being regulated."

■ *"More than once," one man recalled, "spokesmen for industry would come to me and complain, 'Why don't you people get out of the way, and let us operate our businesses?'*

"But when I would say to them, 'All right. But the price of freedom is free entry into your industry,' they changed their tune."

An FCC employe sitting nearby nodded in agreement. "A few years ago," he observed, "the networks went to the Supreme Court to try to prevent us from adopting a rule limiting option time.

"Now they are on the other side of the fence. The Barrow report says the commission's option time rule is an umbrella, shielding the networks from competition, and that it ought to be removed. But the networks fight to keep it. Now they say that they can't operate effectively without the protection."

BARBER SHOP
HAIRCUT 1.50
SHAVE 1.00
GOATEE TRIM .50
The Philadelphia Bulletin
Richard Decker

In Philadelphia nearly everybody reads The Bulletin

The Evening and Sunday Bulletin, Philadelphia
ADVERTISING OFFICES: Philadelphia • New York • Chicago
REPRESENTATIVES: *Sawyer Ferguson Walker Company* in Detroit • Atlanta • Los Angeles • San Francisco
FLORIDA RESORTS: *The Leonard Company* • Miami Beach

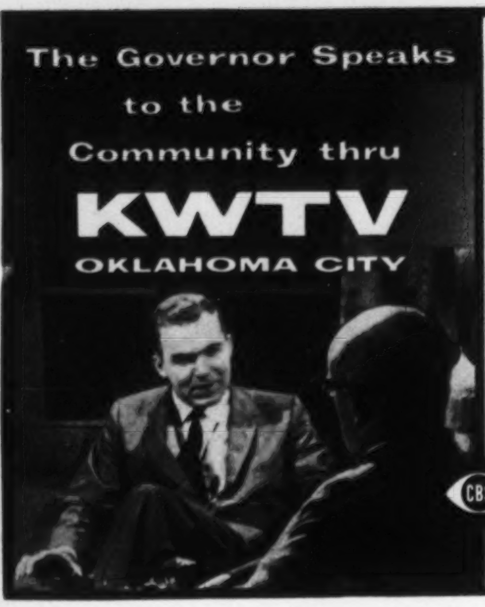
Newsweek carried the largest number of ad pages from the 100 largest campaigns in the news and business field.

Ask your agency.

Newsweek
N
W
E
S

The different newsweekly
for communicative people

SOURCE: Analysis of PIB figures, 1st 6 months 1959.



The Governor Speaks
to the
Community thru
KWTV
OKLAHOMA CITY

Having a 47-county Oklahoma Community Coverage poses a responsibility to KWTV in the field of public service.

Every other Wednesday, J. Howard Edmondson, Oklahoma's youthful Governor spends a Class A half-hour with KWTV's News Director, Bruce Palmer, in reporting to the KWTV Community. At times, the Governor has asked for letters and telegrams in expression of the people's views on an issue. Literally thousands of replies have opened the eyes of many Oklahoma legislators to the feelings of the people.

Powerful proof of KWTV's 47-county Oklahoma *community* coverage, service and AUDIENCE!

CBS

BUY the TOWER with SALESpower in Oklahoma!
See your PETRYman

SRDS's Alspaugh Warns IDPA on Rate Confusion, Research

CHICAGO, Oct. 20—The continuing decline in the newspaper share of the national advertising dollar can be attributed at least in part to newspapers' confusing rate listings, non-uniform rate structures and inadequate ad performance data, the Inland Daily Press Assn. was told here today.

Dr. Harold P. Alspaugh, director of the rate and data division of Standard Rate & Data Service, charged these failings by newspapers contribute to a poor industry image in national advertisers' minds and that it is probably responsible for some of the industry's national ad problems.

He noted that in the five years between 1953 and 1957 national advertising volume increased by about 51%, while r.o.p. newspaper space rose by only 22% and "during 1958 it is generally recognized that newspapers and magazines showed decreases."

■ One of the industry's greatest needs, Dr. Alspaugh said, is the development of measures for recording specific results from advertising efforts which will be accepted by advertisers. He noted that he'd recently attended a marketing seminar where media generally were criticized for "making a lot of claims in general terms, but producing few, if any, quantitative measures to show actual results from advertising efforts."

Another great handicap the industry must overcome, he said, is the great variation in methods of presentation, format, clarity and completeness of discount information. "Media research, preparing estimates for alternative schedules and assembling data to support media recommendations, exert an important influence on advertising decisions and media selections," Dr. Alspaugh emphasized.

■ "I can only express an opinion," he added, "that uniform rate structures, market data and other information which lend themselves to tabulating procedures make the more effective presentation."

These problems may not be the crucial ones responsible for newspapers' declining position in the national advertising picture, he acknowledged, "but I want to point out that these are industry problems more than individual problems. National advertisers seldom buy newspaper space on the basis of an individual paper's offering. Rather, the prospective national advertiser chooses a class of media and then builds a campaign to fit that medium."

■ In IDPA officer elections yesterday, Loring C. Merwin, publisher of the *Pantagraph*, Bloomington, Ill., became president of the association, succeeding John P. Harris, publisher of the *News*, Hutchinson, Kan. Richard H. Blacklidge, publisher of the *Tribune*, Kokomo, Ind., was elected vp.

Two Indiana newspapers were spot-lighted by two awards given at the IDPA meeting. The *Pharos-Tribune*, Logansport, Ind., was given the 11th annual award of the University of Missouri school of journalism for outstanding community service by an IDPA member. The award cited the newspaper's promotional effort in behalf of local hospital facilities and its contribution to a "progressive spirit in Logansport through effective publicity of the city's needs."

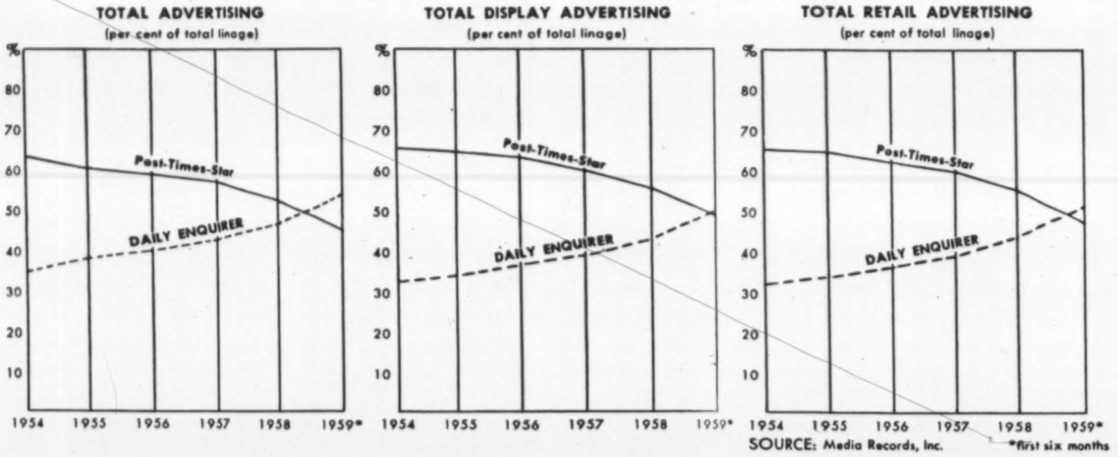
Another award, the University of Minnesota's award for distinguished service in journalism, went to Franklin D. Schurz, president, editor and publisher of the *Tribune*, South Bend, Ind. Mr. Schurz was cited for "playing a leading role in helping to expand South Bend's industrial base" through a committee of citizens that he headed. #

Schneider Joins Dobeckmun

Russel J. Schneider has joined the advertising and public relations department of Dobeckmun Co., Cleveland, a division of Dow Chemical Co. Mr. Schneider, formerly director of public relations of Baldwin-Wallace College, Berea, O., succeeds Paul Littlefield, who has joined Dow Chemical's public relations department in Midland, Mich.

Put More Zit in Your Zingo
ORIGINAL GIMMICKS
Novel gimmicks spark campaigns, make friends, do big promotional jobs—we develop original gimmicks to meet your special needs. For direct mail, promotions, conventions, premiums, etc. 1c to $1.00 or more. Gimmick mail programs developed and handled. Write for details. Halbach Advertising, 510 Maine St., Quincy 2, Illinois.

Note the ^SOLID trend to the "morning" in solid Cincinnati



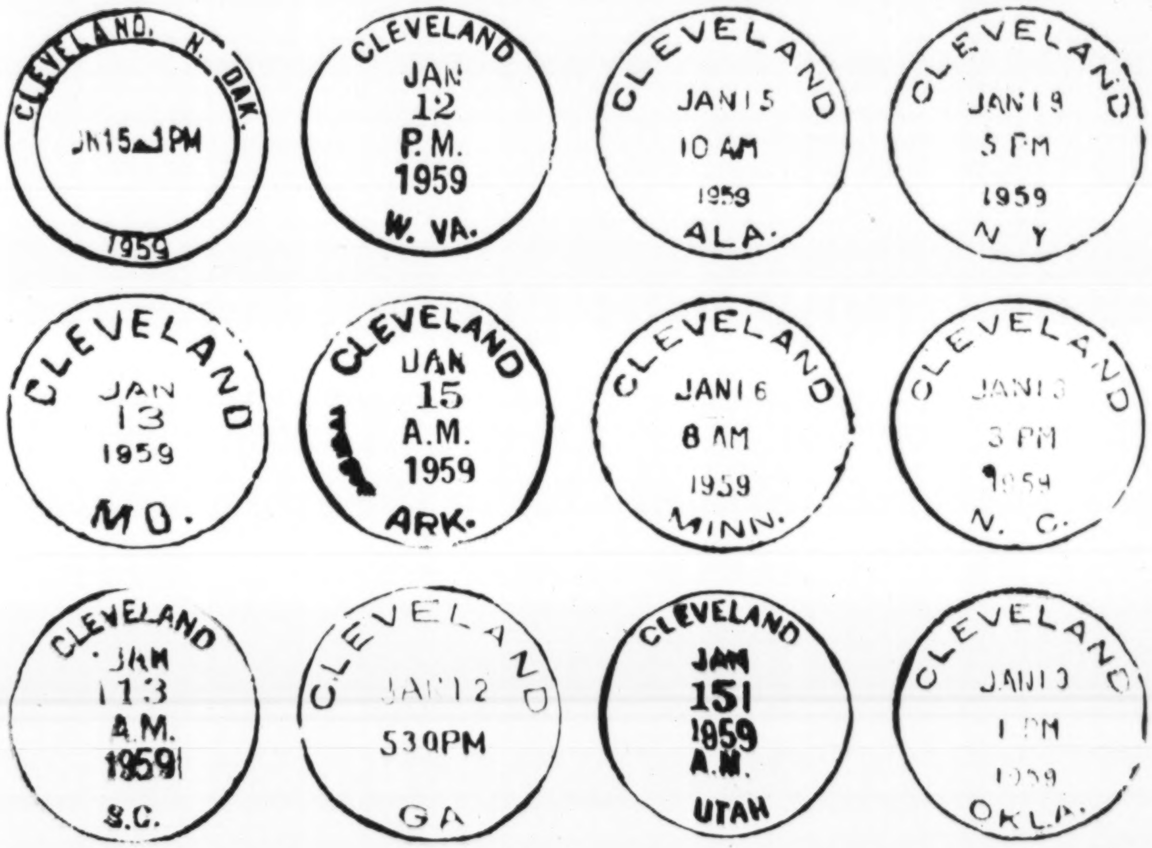
SOURCE: Media Records, Inc. *first six months

Take a look at the three charts above. They speak volumes about where the volume of advertising is headed in this great metropolitan area. Retailers and national advertisers are relying more and more on the Morning Enquirer to reach and influence the solid market-that-matters. Did you know, for instance, that the Daily Enquirer home audience has a median income more than $600.00 higher than that for the 19-county, 3-state Cincinnati market? The new 1959 Top Ten Brands survey is now available with scores of *other* significant facts. Write, wire or phone The Enquirer's Research Department.

Represented by Moloney, Regan & Schmitt, Inc.

Solid Cincinnati
reads the
Cincinnati
Enquirer

The postmarks are actual reproductions


CLEVELAND, N. DAK. JN15 1PM 1959
CLEVELAND JAN 12 P.M. 1959 W. VA.
CLEVELAND JAN 15 10 AM 1959 ALA.
CLEVELAND JAN 19 5 PM 1959 N Y
CLEVELAND JAN 13 1959 MO.
CLEVELAND JAN 15 A.M. 1959 ARK.
CLEVELAND JAN 16 8 AM 1959 MINN.
CLEVELAND JAN 13 3 PM 1959 N. C.
CLEVELAND JAN 13 A.M. 1959 S.C.
CLEVELAND JAN 12 530PM GA
CLEVELAND JAN 15 1959 A.M. UTAH
CLEVELAND JAN 13 1 PM 1959 OKLA.

Grit goes to 16,000 small towns to give you balanced national coverage

In Cleveland, Ohio, Grit readers are few and far between . . . and the conventional mass magazines are all over the place. But in some 16,000 small towns (including most of the *other* 23 Clevelands in the U.S.A.) it's a different story. For Grit is the publication with concentrated small-town coverage. That's why Grit is great for counteracting the metropolitan overemphasis of other media. A small investment buys a big Grit campaign . . . and no other publication can do what Grit does to give you *balanced national coverage*.

GRIT
AMERICA'S GREATEST FAMILY NEWSPAPER

Grit Publishing Co., Williamsport, Pa.

Represented by Scolaro, Meeker & Scott, Inc., in New York, Chicago, Detroit and Philadelphia, and by Doyle & Hawley in Los Angeles and San Francisco

Mogul-Lewin Hassling Shows Merger May Not Be Royal Road for Agencies

(Continued from Page 3)

exposed to public view.

The blowup laid bare an acrimonious and rather astonishing agency relationship that apparently began immediately after the Lewin, Williams & Saylor agency merged with Emil Mogul Co. Jan. 1 to form Mogul, Lewin, Williams & Saylor.

A three-month cold war erupted in March, when Mr. Lewin allegedly asked to leave the company but reportedly changed his mind a few weeks later and decided to "sit out" a three-year employment contract. But then Mr. Lewin was fired—in fact, physically barred from his office, according to one of his complaints—and he subsequently sought legal relief.

■ Ironically, he went to court to keep the inglorious details of the Lewin-Mogul relationship out of the record of his private out-of-court arbitration proceedings, but that step compelled him to put the controversy into the court record—which then made it available to the public.

He thus exposed the information which both he and Mr. Mogul adamantly had refused to discuss at any prior time, including the reasons for the blowup.

Mr. Lewin spoke of "a conspiracy to get rid of me . . . a breach . . . conducted in a most arbitrary and ruthless manner." The Mogul agency countered with "misrepresentations" by Mr. Lewin as to billings, profits, account control and good will, and called Mr. Lewin's behavior "arbitrary . . . dictatorial . . . silly and ridiculous" and implied a "fraud in the inducement" of the merger.

Mr. Lewin countered, "They even bolted and padlocked my private office so that I did not have access to my business papers and personal effects."

■ The agency reported that even before the merger, Mr. Lewin "thought and acted as though his mere presence constituted a contribution to the agency and justified his salary and expense account."

The agency said it added Lewin to its name "to its loss and embarrassment." And when the "Lewin" was removed from the Mogul, Lewin, Williams & Saylor shingle, he responded, "I'm rather relieved to have my name out of juxtaposition with Mr. Mogul's. It's very gratifying to me."

Then, there were Mogul's accusations that Mr. Lewin talked about an agency with a $60,000 profit when actually it was an agency with a $50,000 loss; that Mr. Lewin's salary and control of accounts were tinged with misrepresentations, and, finally that he went into the merger "to get the kind of free ride he had been getting at LW&S for the prior year or two."

Such was the nature of the quarrel—at least, to date.

■ It all began quietly enough. In fact every effort was made, at first, to keep the dispute completely under wraps. When ADVERTISING AGE learned that Mr. Lewin was no longer chairman of MLW&S, neither he nor Emil Mogul, president, would make any comment. A spot check by AA of about a dozen major agency clients failed to uncover any who knew, or professed to know, that Mr. Lewin had left.

Sidney M. Weiss, exec vp, who had been president and treasurer of Lewin, Williams & Saylor, maintained the whole thing was nothing more than a premature "leak" of Mr. Lewin's retirement.

It was only after AA published exclusively the fact of Mr. Lewin's exit (AA, June 15) that he issued a statement to the press saying he had neither retired, resigned nor withdrawn. "My contract with MLW&S has been arbitrarily breached and my services terminated," he asserted. "To counter against this action I have instituted two arbitration proceedings."

The proceedings, it was explained, aimed at obtaining "in the neighborhood of $200,000" in salary and anticipated profit sharing, plus an additional $82,566 Mr. Lewin claimed the agency was obligated to pay him for the repurchase of his stock.

The Mogul agency elected to remain silent. For weeks after Mr. Lewin's statement was published, it was still informing telephone callers who asked for Mr. Lewin that he was "not in," and that his secretary was "on vacation" and it was hard to say when he would be back.

■ Then, last month (AA, Sept. 14), the agency announced a name change—to Mogul Williams & Saylor. (The late Ralph W. Williams died in the early 1950s and Henry H. Saylor retired from Williams & Saylor in 1927.)

Mr. Lewin's arbitration agreements called for a court appointed third arbitrator if the two parties were in dispute on who the third member should be. This became necessary. To decide the employment dispute, Mr. Lewin named Louis Valente, former supreme court judge; the agency named Attorney Maurice Mound—who subsequently withdrew and was replaced by Fortune Pope. A supreme court judge appointed Attorney Julius Wikler as the third man.

In the stock dispute, the American Arbitration Assn. named an adman, lawyer and an accountant as arbitrators: Robert E. Healy, vice-chairman of the board of McCann-Erickson; Alexis V. Coudert, attorney, and Edward Buehler, a certified public accountant.

■ Mr. Lewin never discussed with newsmen the events leading to his ouster. The Mogul case against him, as revealed by papers Mr. Lewin submitted in court last week, split into two parts: the alleged misrepresentations made by Mr. Lewin before the merger, and his actions after the merger which allegedly forced his dismissal.

Among the eight basic charges of "misrepresentation" lodged against Mr. Lewin by Mogul were the following:

- He represented the agency as billing at a $6,000,000 rate in 1958 and an expected $6,200,000 in 1959, when it was actually at $5,500,000 in 1958 and at about $5,000,000 in 1959.

[When the merger was first reported (AA, Nov. 10, '58) LW&S's billings were put at a $7,000,000 rate].

- He reported salary and expenses from LW&S at a rate of $46,900 annually, when actually his salary (and that of other partners) was cut 20% on May 1 be-

AMERICAN JUDGING AGENCY

would like an opportunity to discuss handling your next contest.

Post Office Box 12443
Houston 17, Texas
Telephone
Mission 4-4371

NOW YOU CAN BUY

ALL or ANY PART of

The Progressive Farmer offers 26 different units of coverage!

Here is great news for you if you like to pin-point your advertising state-by-state! To serve you better, The Progressive Farmer now offers you a selection of many different geographical units of coverage. You can now place your advertising in one or as many of these units as you need to hit your markets with greater accuracy . . . and at lower costs than you would expect to pay for other local media. You can also change your copy in each unit, for maximum local impact.

Localized Editorial Service

The Progressive Farmer pioneered separate-edition, localized editorial service more than 50 years ago. Extending this service throughout the South, The Progressive Farmer had established five regional editions—each with its own editorial staff—by 1930. Now this successful practice has been expanded further, to render even greater service to readers and advertisers.

Big Magazine Impact at Local Level

With this unique unit set-up, advertising in a single state accrues the prestige, scope and attractive setting that only a major magazine can give. Best of all, it benefits from The Progressive Farmer's outstanding leadership in readership, preference and merchandising influence. Advertisers with limited distribution can now use the same powerful medium that big national advertisers use.

Unmatched Advertising Flexibility

Never before—in any big magazine—has an advertiser had at his command such a wide choice of ways and means to tell his story. Check the unit list for the selection that best meets your needs. You can get full details on this exciting new service from the nearest office of The Progressive Farmer. Why not call now!

MORE THAN 5,700,000 READERS IN THE 16 SOUTHERN STATES

Advertising Offices: **BIRMINGHAM**

cause of agency losses, but it was "retroactively reinstated two days after the merger agreement was signed."

- Mr. Lewin claimed account control over approximately $1,350,000 in billings, which Mogul said was not so, adding that subordinates controlled most accounts. To illustrate, Mogul pointed to Irving Berk, who brought in Danskin, Pearls by Deltah, and Greenwood Farms; subsequently took them, plus Forstner Jewelry, to S. R. Leon Co. where he is now director of merchandising; Donald Waterbury, art director, who took the Krementz Jewelry account with him to Carpenter-Proctor, a Newark agency, and Wray Kennedy, who Mogul said controlled City Bank Farmer's Trust.

- Mogul said it lost $500,000 in billings within three months after the merger—in accounts Mr. Lewin had represented he controlled. Other "misrepresentations" alleged by Mogul were Mr. Lewin's claims that he was the "actual full time operating head" of LW&S, and that he had "good relationships" with his people at the old agency.

But Mogul contended that "many were trying to break away from him. Some of the executives and staff were unwilling to work with or under him. Lewin was the principal source of dissatisfaction and discontent at LW&S."

Mogul concluded with, "Lewin did not intend to work full time; he intended to do very little, if any, work in the merged agency. He really intended to get the kind of free ride he had been getting at LW&S for the prior year or two."

Mogul then charged that Mr. Lewin, after the merger, had solicited competing accounts, refused assigned work, and solicited key executives to quit and set up a competing agency.

"My beer is RHEINGOLD–
the DRY beer!"
Rheingold

INNOVATION—*Liebmann Breweries' current poster featuring Miss Rheingold has an inside simulated wooden frame which extends the copy area flush to the outside moulding of the poster. This eliminates all blanking, or white border. The new technique is the result of experiment by Foote, Cone & Belding, agency for Rheingold beer, and U.S. Printing & Lithograph Co. The frame will be used by Liebmann in all its fall and winter posters in the New York area.*

- Also, that he "refused to work on the new business committee with Richard Lockman as chairman." Usually came to the office "late and left early . . . did little work for the agency when he did appear at the office," devoted most of his time to "his personal matters and personal business." Made derogatory and false statements to some clients concerning Emil Mogul and Sidney Weiss, and solicited them to leave the agency. In addition, that he falsely charged that the agency "intended to get rid of small accounts and did not care to give proper attention to small accounts."

The Mogul agency said it was thus compelled to spend $120,000 for non-existent LW&S' good will, $25,000 this year for additional staff to service undermanned LW&S accounts, spend $45,000 for alterations, and spend $8,300 for temporary additional office space and $21,500 for brokerage fees.

Participating in the merger arrangements last year were Robert C. Durham Associates for Emil Mogul Co. and John Orr Young & Associates for Lewin, Williams & Saylor.

Last week, both Mr. Durham and Mr. Young declined to make any comment. #

McGraw-Hill Names Two

Alfred S. Reed, formerly an advertising sales representative for *Industrial Marketing*, has joined *Chemical Engineering*, a McGraw-Hill publication, as New England district manager in the Boston office. He succeeds the late W. Donald Boyd. McGraw-Hill also has named John Godman, formerly in the promotion department of Modern Talking Picture Service, New York, promotion and research manager of *Industrial Distribution*, New York, succeeding John W. Thorne, who has resigned.

ABC Adds 6 Radio, TV Stations

ABC Radio, New York, has added four new affiliates. They are WICO, Erie, Pa.; KWEB, Rochester, Minn.; WPCF, Panama City, Fla., and KCKC, San Bernardino, Cal. WICO has been with NBC, but has operated as an independent since Aug. 1. ABC's former affiliate in Erie was WERC. The three other new ABC affiliates were all former independents. KNDO-TV, Yakima, Wash., a new station, and KRDO-TV, Colorado Springs, a former NBC affiliate, have affiliated with ABC-TV.

Data Guide Appoints Zakin

Data Guide Inc., New York, maker of reference charts, has appointed Zakin Co., New York, to handle its advertising.

the RURAL SOUTH!

Select The Progressive Farmer Circulation That Fits Your Needs

SOUTHWIDE

	Circulation
All Editions	1,401,538

FIVE REGIONAL EDITIONS

Texas-Oklahoma	333,235
Carolinas-Virginia	335,741
Kentucky-Tennessee-West Virginia	228,217
Mississippi-Arkansas-Louisiana	240,859
Georgia-Alabama-Florida	263,486

21 LOCAL UNITS

North Carolina	164,986
South Carolina	64,495
North Carolina and South Carolina	229,481
Virginia, Delaware and Maryland	104,697
Georgia	111,921
Alabama	108,758
Georgia and Alabama	220,679
Georgia and Florida	153,175
Alabama and Florida	150,012
Kentucky	100,465
Tennessee	104,807
Kentucky and West Virginia	120,462
Tennessee and West Virginia	124,804
Mississippi	96,272
Arkansas	81,491
Louisiana	60,322
Arkansas and Louisiana	141,813
Mississippi and Arkansas	177,763
Mississippi and Louisiana	156,594
Texas	263,452
Oklahoma	63,376

THE PROGRESSIVE FARMER

• RALEIGH • MEMPHIS • DALLAS • NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

THE NEW ANATOMY OF ADVERTISING

Now—let scientific method put selling power into your advertising!

THE NEW ANATOMY OF Advertising

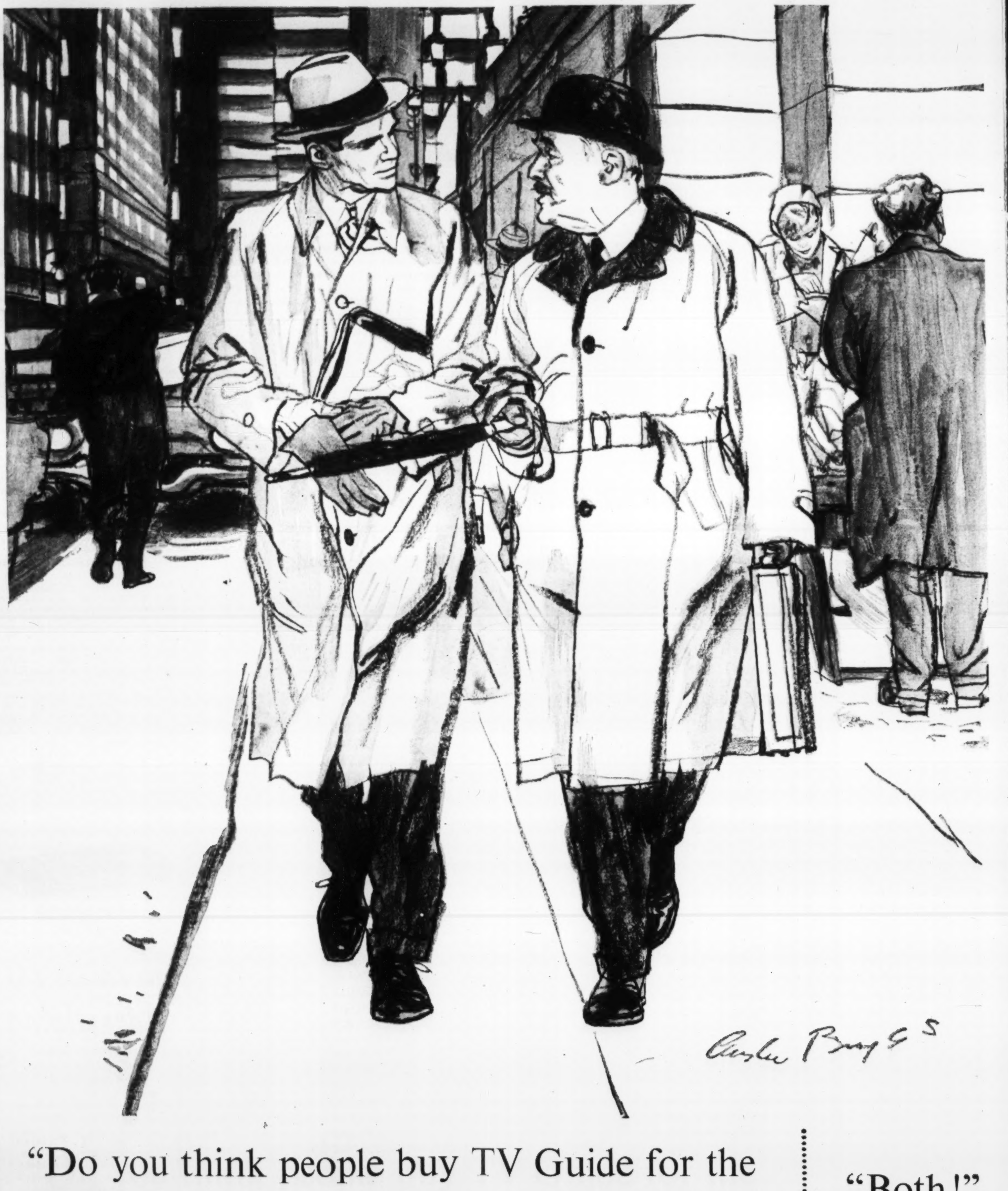
By MARK WISEMAN

Author of *The Anatomy of Advertising*

THE first book to bring scientific methods to bear on advertising. Through examination of typical problems Mr. Wiseman demonstrates the advantages of working with ideas, techniques, and research data in proper sequence, and shows how effective advertising can be achieved by careful organization in three important areas; creative engineering, creative interpretation, and testing.

$5.95 at all bookstores or from

HARPER & BROTHERS, N. Y. 16


Austin Briggs

"Do you think people buy TV Guide for the program listings or the editorial features?"

"Both!"

EDITORIAL VITALITY–
A BASIC REASON FOR
TV GUIDE'S SUCCESS

Television's impact upon the American family has generated a need to know that extends beyond time and channel. And TV GUIDE fills that need. For it also provides the most authoritative background on the nation's most important leisure-time activity. TV GUIDE reflects the fact that today's viewer has accepted TV, but not without reservation. He watches, he wonders—frequently he criticizes. And this audience awareness is reflected in TV GUIDE's editorial pages by observers such as Eleanor Roosevelt, Arthur Schlesinger, Jr., Edward R. Murrow, Robert Hutchins, Margaret Mead, Eric Sevareid, Gilbert Seldes, and Sen. John F. Kennedy.

Because TV GUIDE is television's star reporter, its chief interpreter, and most complete programmer, it is also America's best-selling weekly magazine.

TV GUIDE

7,250,000 circulation guarantee effective Oct. 31, 1959

BEAM.
Open the brightest gift packages of 1959...
Find the world's finest bourbon since 1795
BEAM.

JUNIOR SPREAD—*Full-color newspaper ads spread across the bottom half of two facing pages will be used by James B. Beam Distilling Co., Chicago, to illustrate its new holiday packages (AA, Oct. 19). Edward H. Weiss & Co. is the agency.*

ITU Aided Struck Papers' Competitors When Strikes Proved Ineffective, ITU Head Says

SEATTLE, Oct. 20—The International Typographical Union created Unitypo Inc. to help newspapers in competition with those against which ITU had called strikes because conventional strike activity proved "utterly ineffective." So Woodruff Randolph, former ITU president, testified in the $7,000,000 anti-trust suit by the *Tri-City Herald* against the rival *Columbia Basin News*, ITU, Unitypo, and others.

Mr. Randolph took the stand as the defense began presentation of its case last week, the sixth week of the trial. Scott Publishing Co., which publishes the *Herald*, charges that publishers of the *News* and ITU conspired to put the *Herald* out of business, and that Unitypo financed losses at the *News* to permit it to sell advertising and subscriptions at unreasonably low prices.

■ Citing the need for competitive newspapers in a strike, Mr. Randolph said that readers might be sympathetic with the ITU but could not give up a newspaper for long, and advertisers still needed the medium. As long as employers could "replace our workers with 'strike-breakers'," the ITU "repeatedly and continuously lost strikes," the 67-year-old retired head of ITU said.

The chief point of controversy with publishers and the union rose after World War II over adoption of union regulations on working conditions, Mr. Randolph testified. He went on:

"Since 1944 there have been repeated attempts on the part of the American Newspaper Publishers Assn. to eliminate the commitment to the laws of the International Typographical Union as the particular document which determines the working conditions in the shop in addition to what might be mentioned in the contract."

■ The first paper Unitypo established was in 1946 at Trenton, N.J. At present the ITU is helping finance only four dailies, he added. They are at Colorado Springs, Miami Beach, Las Vegas, and the *Columbia Basin News* at Pasco, Wash.

Alfred J. Schweppe, an attorney for the union, introduced a list of 22 dailies that the union had helped finance between 1946 and 1957.

Questioned by Sidney Dickstein, New York attorney for ITU, Mr. Randolph said it was Unitypo policy to sell its newspaper enterprises "whenever possible." He said that the Tri-City area of Pasco, Kennewick and Richland, Wash., was selected for aid to a newspaper as an example to publishers in the area. He added:

"We were interested in keeping competition going in Pasco-Kennewick because we were unable to get a contract with Scott Publishing Co. and we had a strike there."

■ Unitypo gets its money from ITU and with this has bought real estate and printing machinery, and has made loans to newspapers competing with papers against which ITU was conducting a strike, Mr. Randolph explained. Earlier testimony indicated loans of more than $1,000,000 from Unitypo to the *Columbia Basin News* in the nearly 10 years since ITU struck the *Herald*. The *Herald* has continued to operate with non-union printers. #

Fawcett Shifts Promotion Staff

Fawcett Publications, New York, has moved Helen Cassie from promotion manager of *Woman's Day* to assistant to D. P. Hanson, Fawcett vp. Bill Conoway, formerly assistant promotion manager, succeeds Miss Cassie, and Gabe Schwager, formerly with Van Brunt & Co., succeeds Mr. Conoway.

Schopf Named Ad Director

William G. Schopf has been appointed director of public relations and advertising of Packaging Corp. of America, Rittman, O. Mr. Schopf was formerly public relations director of American Box Board Co., which recently merged with Ohio Boxboard Co. and Central Fibre Products Co. to form Packaging Corp. of America.

My goodness, how color has improved newspapers since my time!

—and how advertisers are taking advantage of it! Of course, ROP reproduction varies in degree of excellence. Superior quality and sparkle depend on the experience and skill of the engraver who makes the original plates as much, if not more, than on the equipment that prints the paper. ● That's why more and more result conscious advertisers demand ROGERS crafted ROP plates—the product of a vast fund of seasoned know how of craftsmen who pioneered in this important field.

ROGERS
engraving company
2001 calumet avenue • chicago 16

master-craftsmen of photo-engraving

a **program** that changed a market . . .

A program at work the past 14 years has changed the building industry. That program is DSC—Dealer Sales Control. DSC was created by American Lumberman and Building Products Merchandiser to help the lumber and building materials dealer realize his fullest potential as a dominant buying and selling influence in the building materials market and as a principal market factor in home building and home improvements. DSC has succeeded. Thanks to DSC, the dealer, more than any other segment of this market, today has the superior management and merchandising skills to control his local building market. Details on DSC and the new market it has created are available.

Dealer Sales Control: New Dimension in the Building Market

THE MAGAZINE SHAPING THE NEW BUILDING MARKET

American Lumberman

and Building Products Merchandiser

MacManus to Expand Offices

Construction of an additional building to expand the headquarters of MacManus, John & Adams, Bloomfield Hills, Mich., is now under way. The new building, containing 30,000 sq. ft. of floor space, will house the media, research, marketing, merchandising, accounting and roadside sign departments of the agency. Located directly across Long Lake Rd. from the main building, which was completed in 1952, the lobby of the new building will have display space large enough to hold automobiles. Occupancy of the building is scheduled for March.

Standard Change-Makers Appoints Frank McGrath

Frank P. McGrath has been named director of marketing of Standard Change-Makers, Indianapolis. Mr. McGrath was formerly vp of Poorman Butler & Associates, Muncie, in charge of its Indianapolis office.

Westinghouse Reps Show How Brands Stand in 5 Markets

NEW YORK, Oct. 20—Television Advertising Representatives, the Westinghouse Broadcasting owned station representative company, has come up with an interesting new sales tool.

TvAR is using the Pulse Inc. brand studies to show present and potential advertisers how they are doing competitively in the markets where Westinghouse has tv stations—that is in Boston, Baltimore, Pittsburgh, Cleveland and San Francisco.

The first two products covered were shampoo and cigarets. Information on specific brand status in these categories is now being delivered to advertisers and agencies, but Westinghouse is not making it available for publication.

■ Among the general findings noted by Robert Hoffman, director of marketing and research for TvAR:

- Shampoo and cigaret advertisers find greatest receptivity among women between 18 and 34.
- Cigaret advertisers, who for the most part concentrate on nighttime tv, are missing a good time to reach young housewives by overlooking daytime television.
- Women filter smokers in the five cities outnumber non-filter smokers three to two. Non-filters still are the favorite with men.
- There are great variances in shampoo preferences from one city to the next; the cigarets show similar fluctuations in the different female age groups.
- TvAR will release these brand studies semi-annually for several products, including gasoline, coffee, detergents, packaged soaps, beer, ale and dentifrices. #

BofA Issues Roster, Media Expenditure Report

Total membership of the Bureau of Advertising, American Newspaper Publishers Assn., New York, is 1,046, according to a revised membership roster issued by the bureau and dated Sept. 1, 1959. The bureau said the combined circulation of member newspapers represents "substantially more" than three-quarters of total daily circulation in the U. S. and Canada. At the same time the BofA issued a report in which the total yearly expenditure for newspapers, magazines and books in the U. S. during 1958 totaled $2.9 billion. The bureau said newspapers—daily and Sunday—accounted for 49.1% of the total.

Kodak Sets Ektalith Drive

Eastman Kodak Co., Rochester, is advertising its new Kodak Ektalith with two-color spreads in *International Blue Printer, Offset Duplicator Review, The Office* and *Reproduction Engineer*. The 1960 schedule will include two-color spreads in general management books. J. Walter Thompson Co., New York, is the agency. The new method reproduces in two minutes a document, reduced or enlarged, from cards, letters or drawings. It will produce ten copies direct by hand and up to 2,000 photocopies by offset duplicating, according to Eastman.

Two Join Cargill, Wilson

Mary P. Pillsbury has joined Cargill, Wilson & Acree, Richmond, as copy chief and Harry M. Jacobs has joined the agency as associate art director. Mrs. Pillsbury was formerly copy group head of Benton & Bowles, New York. Mr. Jacobs was formerly art director of Bradham & Co., Greensboro, N. C.

THE NEW SOUND FROM SIGNAL HILL
WDAF RADIO
THE KANSAS CITY STAR

The Selling Sound From Signal Hill

Less than a year ago, WDAF announced The New Sound From Signal Hill—a solid new radio sound dedicated to better listening for our audience and better results for our sponsors.

Local businessmen listened. They liked what they heard, and they bought into the New Sound. If you could see our sales book, we think you would be as impressed with the quality of these local advertisers as we are. They are the business leaders who *must* know Kansas City radio. This is where they live, and buy, and sell.

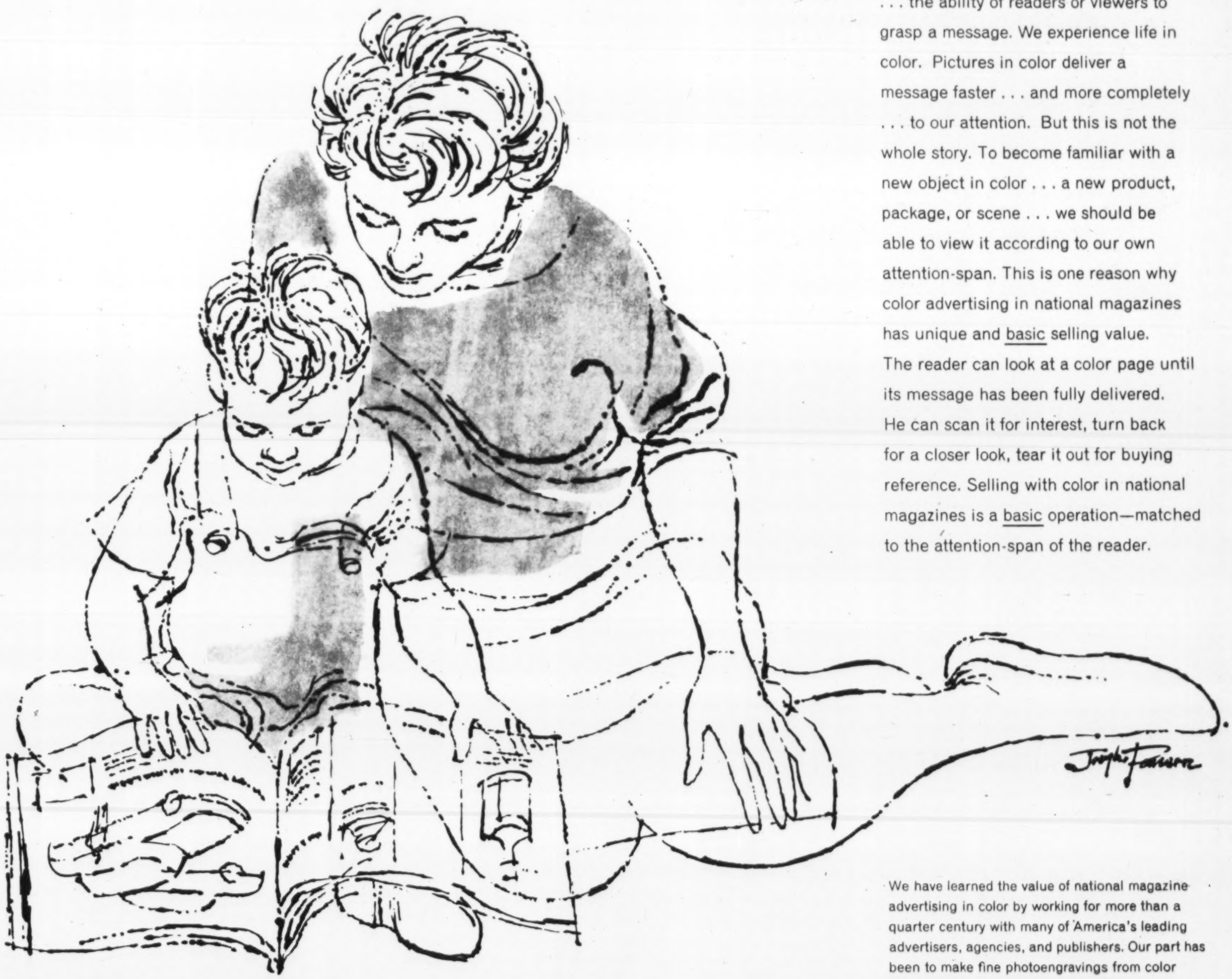
Your Christal man can document this story with names and facts whenever you say the word.

WDAF KANSAS CITY, MO. 610 on the dial SIGNAL HILL NBC

A SUBSIDIARY OF NATIONAL THEATRES AND TELEVISION, INC.

attention-span and color

Psychologists talk about "attention-span" . . . the ability of readers or viewers to grasp a message. We experience life in color. Pictures in color deliver a message faster . . . and more completely . . . to our attention. But this is not the whole story. To become familiar with a new object in color . . . a new product, package, or scene . . . we should be able to view it according to our own attention-span. This is one reason why color advertising in national magazines has unique and basic selling value. The reader can look at a color page until its message has been fully delivered. He can scan it for interest, turn back for a closer look, tear it out for buying reference. Selling with color in national magazines is a basic operation—matched to the attention-span of the reader.



Illustrator: Joseph Pearson, whose stylized drawings are used by national magazines and advertisers, is also a designer and art director

We have learned the value of national magazine advertising in color by working for more than a quarter century with many of America's leading advertisers, agencies, and publishers. Our part has been to make fine photoengravings from color copy prepared by art directors, designers, illustrators, and photographers. Some of our artist friends who are known for their work in magazines have joined with us to contribute this series of advertisements which express our appreciation of America's national magazines as basic advertising media.

COLLINS, MILLER & HUTCHINGS, Inc.

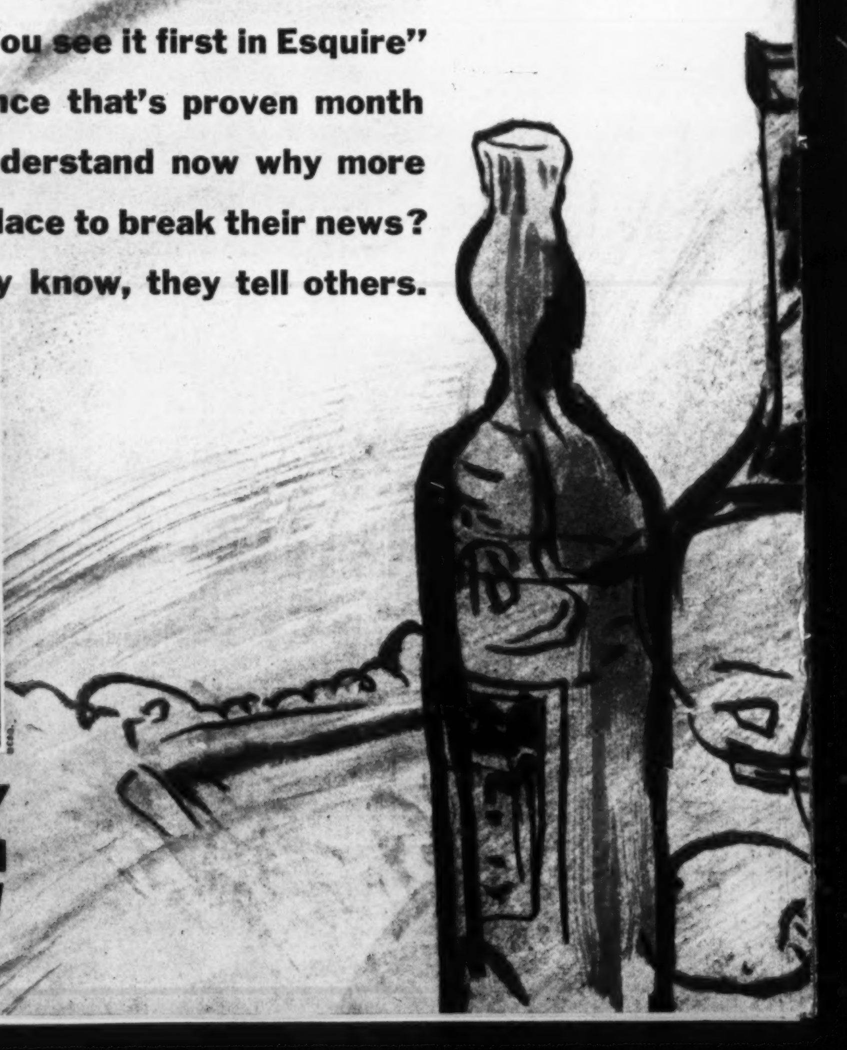
America's finest photoengraving plant
for letterpress and gravure
333 West Lake Street, Chicago

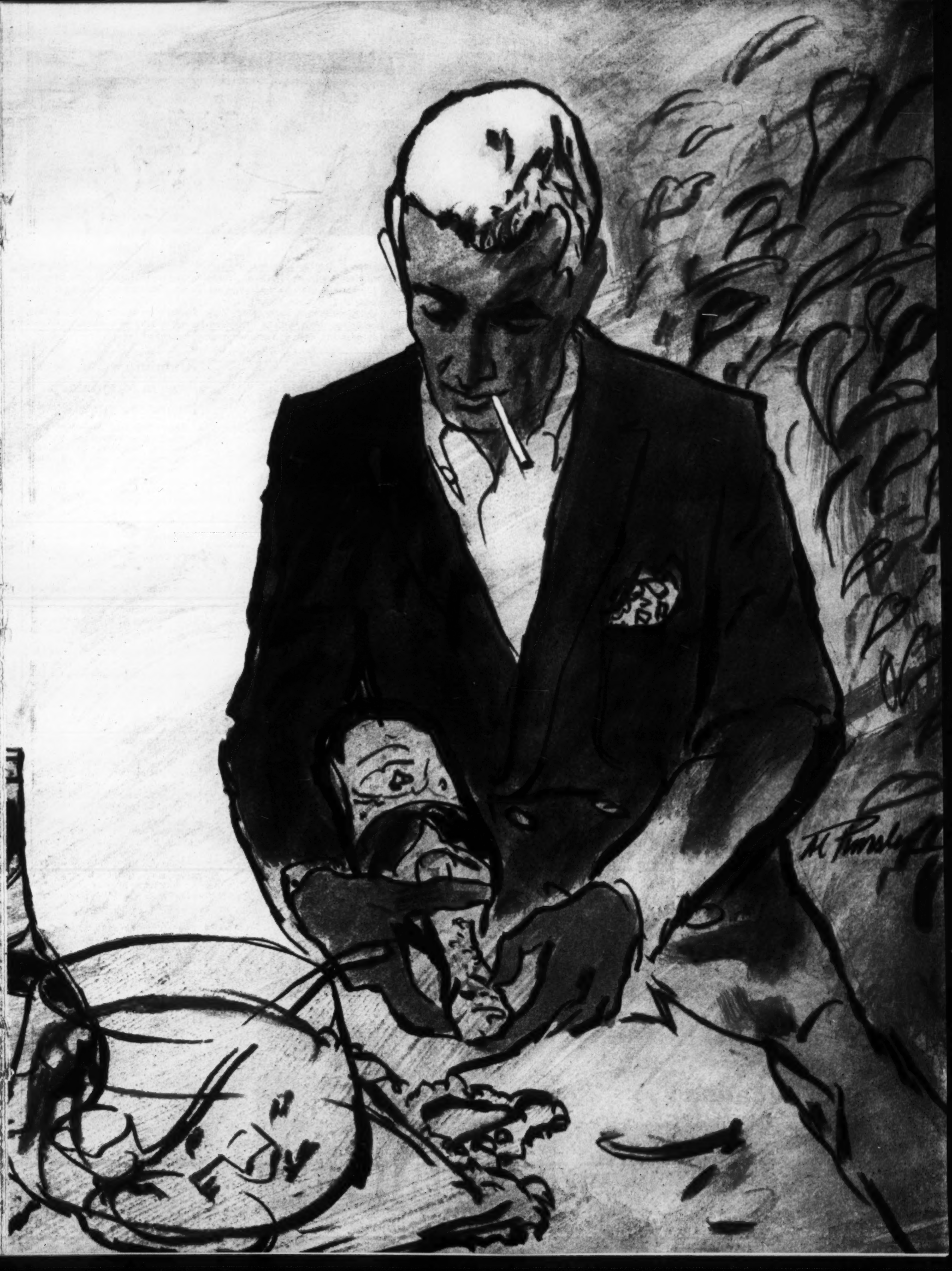
THE THINGS HE KNOWS ARE THE DAMNDEST

There's probably a little of him in you. He's the man who'll know that Farina is something to drive, not eat. Suggest a punch, and he'll not only know the latest (Willow Leaf) but remember everything that goes into it (champagne, vodka, creme de menthe, chartreuse.) He'll know what the Japanese think of Faulkner ("tellific!"), tell you the best way to get to Visby (take the overnight steamer from Stockholm), and volunteer the interesting information that the newest "new" Manhattan place to dine happens to be in Brooklyn, and 80 years old at that (Gage and Tollner.) He's the man, in short, with that kinetic eagerness to know, see and experience all of the exciting things that are going on around us today...new ideas and inventions...new discoveries and disclosures. He's the man who stands out from others by virtue of something called curiosity. *This is the man who reads Esquire.* Esquire satisfies curiosity in a way that no other magazine does. It covers the entire leisure field—not just particular patches. And it does so in a unique way, where advertiser and contributor work side by side to create an atmosphere of excitement and challenge. Here's Webcor—and Tennessee Williams. Cinzano—and Truman Capote. Florsheim, Fiat and Scott Fitzgerald. Haig & Haig, Hillman and Aldous Huxley. Revere Cameras and Rovere, Richard. Parker Pens and Parker, Dorothy. "You see it first in Esquire" is more than an iambic line. It's an experience that's proven month after month by more than 848,000 men. Understand now why more and more advertisers choose Esquire as the place to break their news? This audience wants to know. And what they know, they tell others.

Esquire
THE MAGAZINE FOR MEN

Authority in a Man's World





EWRR Appoints Two in N.Y.; Adds Philadelphia Department

Don McKechnie has rejoined Erwin Wasey, Ruthrauff & Ryan, New York, as a group supervisor after a four-month sojourn at Compton Advertising. Previously, at both Compton and EWRR, he was a copywriter. EWRR also has named Marvin Richfield, formerly with Warwick & Legler, media director in New York. Mr. Richfield succeeds Anthony S. Gee, who has left advertising to pursue a vocation in psychology.

EWRR has organized an employe communications department, headquartered in Philadelphia. Similar units are planned for other agency offices in the near future.

SWINGLES.
CUSTOM MADE
ONLY $58
U.S. only

the JINGLE MILL

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call

THE JINGLE MILL
101 W. 49 St., N. Y. 19, N. Y. PLaza 7-5730

Venard, Rintoul Adds Three

Venard, Rintoul & McConnell has been appointed national representative for WPBN-TV, Traverse City, and WTOM-TV, Sheboygan, Mich., both formerly handled by Hal Holman Co. Mrs. Elisabeth M. Beckjorden will continue as station, network and personal representative for the stations. KVET, Austin, Tex., formerly handled by Forjoe & Co., also has named Venard, Rintoul its representative.

Cox
Huegy
Tosdal
Reilly
Beckman
Dean

MARKETING AWARDS—*The Paul D. Converse Awards were presented by the American Marketing Assn. to four marketers at the University of Illinois biennial marketing symposium. The awards honor P. D. Converse, emeritus professor of the University of Illinois (where he pioneered the study of marketing). Prof. Reavis Cox, president of the AMA, presents the awards to Harry R. Tosdal, Harvard University; William J. Reilly, National Institute for Straight Thinking, New York; Theodore N. Beckman, Ohio State University, and Joel Dean, Joel Dean Associates, New York. Looking on is Prof. H. W. Huegy, head of the University of Illinois marketing department and a past president of the AMA.*

TOP
?
WHO
IS
ON

WHOLESALERS say "Hardware Retailer" because . . .

"It's preferred and read by most retailers". . . 4 to 1.
"Offers greatest possible impact". . . 2 to 1.
"It's the leader in the hardware field". . . 2 to 1.
"Basic guide to the field."
"First news of NRHA activity."

Facts from national survey by independent Market Research Bureau.

YOUR NO. 1 CHOICE
HARDWARE
RETAILER

MAKE HARDWARE RETAILER YOUR BASIC TRADE CHOICE

Aluminium Ltd. Sets Push in Magazines, Business Papers

MONTREAL, Oct. 20—Aluminium Limited Inc., producer of primary aluminum ingots, has scheduled a consumer campaign to promote products fabricated by independent aluminum companies.

Color spreads appear in the Oct. 19 issue of *Life* and the November issues of *American Home* and *Better Homes & Gardens*. The ads show how an old house can be remodeled with aluminum products.

Ad copy plus a card inserted in the center fold invite readers to write in for a free 36-page booklet, "Home Remodeling on a Budget, with Aluminum." The card also asks readers to indicate the aluminum products in which they are particularly interested. Sales leads thus developed will be forwarded to the company's fabricator customers listed on the back of the card.

▪ Trade ads merchandising the consumer ads are running during October in *American Lumberman, American Metal Market, Building Supply News, Iron Age, Modern Metals* and *Steel*. J. Walter Thompson Co., New York, is the agency. #

Walnut Growers, Nestle Join in Cookie Campaign

Diamond Walnut Growers, Stockton, Cal., is joining with Nestle Co., White Plains, N. Y., to promote a new recipe for Toll House cookies. Called Toll House marble squares, the recipe will be promoted in October in color pages in *Parade* and *This Week Magazine*, plus color pages in *Everywoman's Family Circle* and *Woman's Day*. Point of sale materials include dump bins, color posters and tear-off recipe pads. McCann-Erickson, New York, is the agency for Nestle; McCann's San Francisco office is the agency for Diamond Walnut Growers.

Two Join Doherty, Clifford

Doherty, Clifford, Steers & Shenfield has named Ernest Ricca, formerly with Roy Winsor Productions, manager of its Los Angeles office. Doherty, Clifford also has named William Vallee, previously in the radio-tv production department of Benton & Bowles, assistant to Robert Nathe, vp in charge of radio-tv programming and production.

de Garmo Promotes Miller

John C. Miller, for nearly four years executive secretary to the chairman of the board of de Garmo Inc., New York, has been appointed an account contact in the agency's consumer division.

'Reader's Digest' Reveals Results of Columbus Study

COLUMBUS, O., Oct. 23—*Reader's Digest* showed results of a study yesterday demonstrating effects of a magazine on a single city.

Columbus—famed as one of the nation's best test markets—was picked, and the *Digest* explained its test market criteria: (1) A self-contained market (there is no city of more than 35,000 within a 35-mile radius); (2) diversified population (90% native born, 74% Protestant, 18% Roman Catholic, 2% Jewish, closely reflecting American averages); (3) good and cooperative media, experienced in testing (three daily newspapers, eight radio stations, four tv stations, two outdoor companies); (4) diversified business and industry; (5) close to average income levels (Columbus does better, its average family income is $7,251, compared with a national average of $5,921).

Also, (6) a stable market (74,000 employed in manufacturing, 32,800 in government, 4,000 in agriculture, 8,000 in colleges, etc.); (7) good distribution facilities (5,280 retailers, 842 wholesalers); (8) good transportation (five major railroads, seven bus lines, 100 motor freight lines, seven airlines); (9) experience as a test city (Columbus first saw the square, non-skid milk bottle in 1944, Coke tested the family size there in 1956; and plastic egg trays were first offered in Columbus), and (10) a good record as an indicator.

■ The *Digest* studied Columbus in 1958, and here are some of its findings: In 1957, 185,000 families lived in metropolitan Columbus, and more than 43,000 bought the *Digest* each month, 34,792 by subscription, the remainder on newsstands.

Researchers estimated the *RD* audience at 126,000 per issue in Columbus, higher than the 112,500 average audience for the top 25 tv programs.

Reader's Digest circulation ranged from 8% penetration in low income Zone 3 (income average, $5,711) upward to 47% in Zone 21 (average income, $16,400), with Zone 10 (average income, under $5,000) showing 40% coverage; but Zone 10 is Ohio State University, with the high intellectual level and low incomes of young faculty and student families.

■ Otherwise, the *Digest* asked about status (magazines ranked high) of advertising, substantiated an *RD* belief on response to advertisements; more than 25% of *RD* subscribers surveyed by mail recalled clipping one or more coupons from recent issues, and one specific coupon was used by 16% of respondents, exactly the same as the national percentage which actually returned the coupon to the advertiser.

■ In talking to *RD* subscribers, Crossley S-D Surveys found that: (1) People said they liked *informative* advertising best; (2) they wanted advertising that is "dependable" or "believable"; (3) they liked advertising in "good taste" (they endorsed the exclusion of cigaret, alcoholic beverage and patent medicine advertising); (4) they liked color in advertising, and (5) they liked "fun"—contests, games, sweepstakes.

The *Digest* did the research in Columbus between May and October of 1958. The results are in a book, titled "Inside Test City U.S.A.," and in a motion picture. The movie was premiered in Columbus this week. #

Lithium Corp. Moves to Hazard

Lithium Corp. of America, Minneapolis, a leading supplier of lithium metal and compounds to the chemical, metallurgical, ceramic, pharmaceutical and petroleum industries, has appointed Hazard Advertising Co., New York, as its agency, in line with the company's current move of its executive office to New York. The former agency of record was Keystone Advertising, Minneapolis.

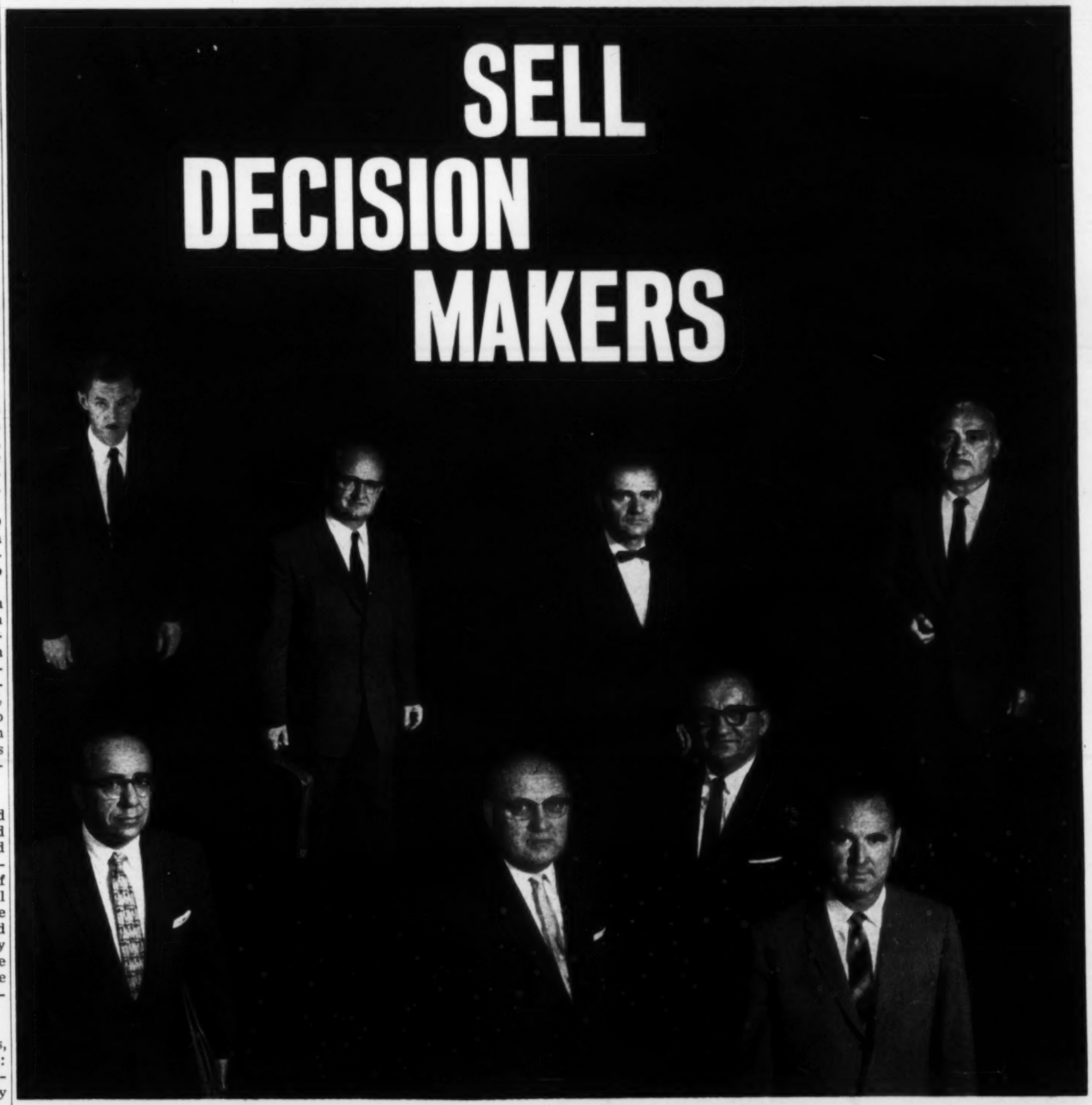
J. L. Clark Moves to Monk

J. L. Clark Mfg. Co., Rockford, Ill., producer of lithographed containers and specialties, has appointed Howard H. Monk & Associates, Rockford, to handle its advertising. Waldie & Briggs, Chicago, formerly handled the account.

NOW 4TH LARGEST POPULATION CENTER
IN THE ENTIRE ROCKY MOUNTAIN STATES
Metropolitan Population 265,000
June estimate by the Valley National Bank

Tucson

The Arizona Daily Star
MORNING & SUNDAY
Tucson Daily Citizen
EVENING
2 Independent Newspapers Produced in the Same Plant
Represented Nationally by Cresmer & Woodward, Inc.



. . . with INDUSTRIAL PUBLISHING CORPORATION Magazines

Davis Elected President

Briscoe Davis, Branham Co., has been elected president of the Los Angeles chapter of the American Assn. of Newspaper Representatives. Other officers include James Delhousaye, West-Holliday Co., vp; James Davy, Hearst Advertising Service, secretary-treasurer, and Daniel Nielsen, the Katz Co., national board member.

COLORFUL "Lusterchrome"® POSTCARDS ATTRACT THE EYE

Advertise Your Products with POST CARDS IN FULL NATURAL COLOR

Reproduced from Color Transparencies

The LOW COST of the NATURAL COLOR POST CARDS will amaze you.

Samples and prices on request. DEPT. A

TICHNOR BROTHERS, INC.
1249 Boylston Street, Boston, Mass.

Stress Prospective Buyer's Personal Feelings, Swiss Watchmakers Urged

Program Reflects Study Showing Big Threat of Pin Lever Watch Makers

NEW YORK, Oct. 20—Last week the Watchmakers of Switzerland ventured into a $1,500,000 campaign designed to educate consumers on the meaning of a quality watch (AA, Sept. 14).

Behind this campaign, the largest ever undertaken by the Watchmakers, is a thick, loose-leaf book reporting the findings of a study carried out last year by Nowland & Co., Greenwich, Conn.

The Nowland study, which was commissioned by the Watchmakers, depicted the watch industry as "sick" and warned the Swiss that immediate action is needed to "bring order out of chaos."

■ The study led directly to the current campaign. It may also have played a role in Foote, Cone & Belding's resignation of the account after 10 years. Cunningham & Walsh is now the U.S. agency for the Watchmakers.

One of the unusual aspects of this story is that the researcher responsible for the Nowland study has been retained by the Watchmakers to help implement the findings. He is Daniel Yankelovich, who left Nowland at the start of this year to set up a market research company under his own name in New York.

Mr. Yankelovich is now a member of the three-man marketing committee of the Watchmakers. The other two members are Paul Tschudin, who is head of the Swiss Watchmakers office in the U.S., and Win Nathanson, head of the public relations company bearing his name.

■ The Yankelovich-Nowland study, which ADVERTISING AGE has been allowed to examine, must have made bitter reading for the Watchmakers. It points out, at the outset, that although the study was only supposed to clarify the problem, not give solutions, "the nature of the problem is revealed so unambiguously by the facts that the readers will find the essence of a solution inherent in the findings."

The facts reported by the study are, in brief, these: Competitive conditions in the watch industry have changed radically since World War II; aggressive advertising and selling by makers of inexpensive pin lever watches (principally Timex) have scored with consumers.

Both of these watches tick...
only one tells the right time

VIVE LA DIFFERENCE—*Emphasizing the quality theme, Watchmakers of Switzerland took a page in the Oct. 5 Life to warn consumers that "most cheap watches go bad fast... and then you've got trouble." B&w pages are also scheduled for the Oct. 24 Saturday Evening Post, Nov. 23 Life and Nov. 24 Look.*

Result: The consumer no longer knows "what a good watch is and how much he should pay for it."

■ One of the tables reproduced in the study shows that 67% of consumers believe "an expensive watch is an unnecessary luxury because there are so many good, inexpensive watches around"; and 54% believe "you don't have to pay as much for a good watch as you used to"; and 44% believe "today, inexpensive watches last almost as long as expensive watches."

"This simple table," the study says, "explains the primary cause of jeweled lever watch troubles in the American market. It is impossible to exaggerate the seriousness of this trend for the jeweled lever watch industry."

Some segments of the watch industry have attributed the success of the pin levers to consumers feeling that they would rather buy a cheap watch and throw it away after a year or two instead of paying nearly as much to have a better watch repaired. The study rejects this line of argument, pointing out:

"Most of the people who buy pin lever watches do not think in this way, or at least this is not their chief reason for buying a cheap watch. More than half of those who buy pin lever watches hold the same beliefs as to the value they will receive from their watches as do those buying jeweled lever watches.

■ "They believe that they are buying a pretty good watch which will last a long time. If you press the buyer of a $10 watch, he will claim that he does not expect it to last as long as a $50, $75 or $100 watch, but in reality, he expects it to last a good long time; he expects to have it repaired; and he believes he has bought a good watch . . . What has happened is that the presence of well-styled watches for very low prices, the advertising of huge discounts on brand name watches, and a continuous advertising of Swiss-made watches at very low prices, has downgraded the consumer's price-value expectations."

The study warns that if this trend continues, it could "change the entire character" of the market, reducing the higher-price jeweled lever watches to the status of specialty products, "catering to a tiny minority with uncharacteristic tastes and beliefs."

In a delineation of the consumer market for watches, the study divides the market into two groups:

1. Price-function group. People "whose main interest in a watch

DECISION MAKERS in the MATERIAL HANDLING field depend on MATERIAL HANDLING ENGINEERING and MATERIAL HANDLING ILLUSTRATED

Walter A. Bauer, Supervisor of Production Stores
Jack & Heintz, Inc.

Walter A. Bauer buys material handling and packaging equipment for Jack & Heintz, Inc., manufacturer of rotary electric equipment.

If you want to sell Mr. Bauer and more than 130,000 other material handling equipment buyers like him, use MATERIAL HANDLING ENGINEERING* and MATERIAL HANDLING ILLUSTRATED Magazines.

Franchise-Paid Circulation makes sure your story in MATERIAL HANDLING ENGINEERING and MATERIAL HANDLING ILLUSTRATED is delivered to the *decision makers* you must reach to sell your products.

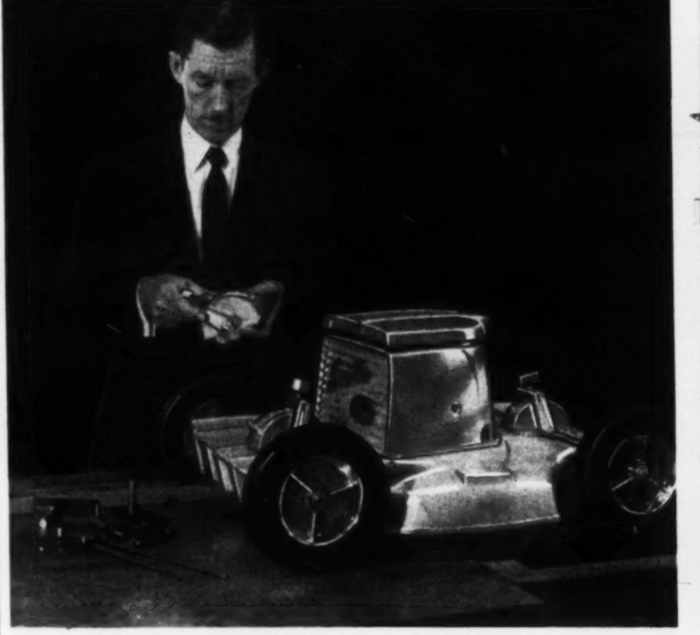
Material Handling ENGINEERING
M. HANDLING STRATED

Both Industrial Publishing Corporation Magazines

*Formerly FLOW

The INDUSTRIAL PUBLISHING Corporation
812 HURON ROAD · CLEVELAND 15, OHIO
NEW YORK · CHICAGO · LOS ANGELES · LONDON

DECISION MAKERS in the PRECISION PARTS field depend on PRECISION METAL MOLDING



J. R. West, Director, Product Development & Testing
O. M. Scott & Sons

J. R. West specifies precision metal parts, components and finishes for O. M. Scott & Sons, manufacturer of Scott lawn products.

If you want to sell Mr. West and more than 20,000 others like him, use PRECISION METAL MOLDING Magazine.

Specialized circulation makes sure your story in PRECISION METAL MOLDING is delivered to the *decision makers* you must reach to sell your products.

Precision
Metal
Molding

Another Industrial Publishing Corporation Magazine

The INDUSTRIAL PUBLISHING Corporation
812 HURON ROAD · CLEVELAND 15, OHIO
NEW YORK · CHICAGO · LOS ANGELES · LONDON

is only that it tell the time." 57% of consumers fall into this bracket.

2. Care group. People who value a watch "over and above its functional ability to show the time." 43% of the market.

■ However, the study found that the price-function group could be subdivided into two segments—a hard core group, representing 12% of the total market, and a middle group, representing 45%. The hard core is made up of people "who truly don't care about a watch." But the middle group, while it shares this general frame of reference, has a more positive attitude toward watches—they value a timepiece "which is accurate, runs without trouble, and has clean, simple styling."

The Nowland study found that the price-function group is growing, stimulated by the pin lever advertising, while the care group is withering. However, it points out that the potential market for a quality watch is still very strong, approaching 90% of all consumers.

The trouble is, the study concludes, the jeweled lever makers have been so busy fighting one another and have been so obsessed with the distribution phase of the business that they have done little to stimulate potential buyers.

■ The study makes the point that the Timex and Swiss pin lever watches are probably priced too low, in terms of what people are willing to pay for a watch. It notes, for example, that between 1956 and 1957 there was a 76% increase in the under-$15 market, a 60% increase in the $50-$75 market and a 4% decrease in the $15-$30 market.

"It is worth emphasizing," the study goes on to say, "that this 'stretch of emptiness' in the $15-$30 price range is the sickest part of the market, and the source of many of the current troubles in the jeweled lever watch industry. It is in this segment that most of the nondescript watches without recognized brand names are presently found. This price range holds the greatest appeal to the price-function group, and it is precisely this group which places greatest reliance on a well advertised brand name.

Win fabulous vacations for two in beautiful Switzerland!
1000 WONDERFUL PRIZES!

CONTEST DRIVE—*Fall campaign of Watchmakers broke in newspapers on Oct. 6, with 60 dailies across the country carrying a 1,750-line insertion promoting the "Vacation in Switzerland" contest. The same list of papers will carry another three-quarter page unit Dec. 2.*

"The reasons for this are clear cut. The price-function consumer does not trust the dealer. He does not trust the price ticket. He does not have any confidence in his own ability to distinguish between one watch and another. He places his reliance on the advertising brand name.

■ "If, at the present time or in the near future, a major brand establishes itself in this vacuum, in all probability it can become the single largest producer of watch unit sales volume in the American market."

The study points out that consumers have strong confidence in a well-known brand name. Findings show that two-thirds of consumers rely more on a brand name than on a jeweler's recommendation.

The study suggests that manufacturers capitalize on this situation by building up consumer demand for brand name watches and by then using this demand to "force a lower mark-up on the jeweler"—thereby eliminating "one of the worst evils in the current market."

■ The study points out wryly that those jewelers who complain most bitterly about watches being sold in discount houses "are themselves carrying and prominently displaying and selling Timex—which is sold everywhere. Timex offers the jeweler a 30% mark-up."

Showing the dire straits in which the jeweled lever makers find themselves, the study notes that Timex claimed that it sold 4,000,000 of the 19,000,000 watches sold in the U.S. in 1957.

The study suggests that the prestige motive—used so long in watch advertising—is no longer an important lure to consumers. It advises advertisers to concentrate on three motivations:

1. Personal possession. To many people, a watch is "an intensely personal possession. A person changes every other article of clothing he wears except a watch. His watch is, in an almost literal sense, an intrinsic part of him."

2. Self-expression. This "refers more to the purchase of a watch for self, rather than to the purchase of a watch as a gift. Its strength is indicated by the fact that one-third of all consumers feel that 'you can tell a lot about a person by the watch he wears'."

3. Rites of passage. This refers to acquiring a watch to mark a milestone in a person's life—marriage, graduation, etc.

"From a policy point of view," the study concludes, "it is desirable that the industry recognize the fact that the best way to increase sales is to increase the size of the over-all market rather than to fight for a larger share of a dwindling market. In practice, this means two things:

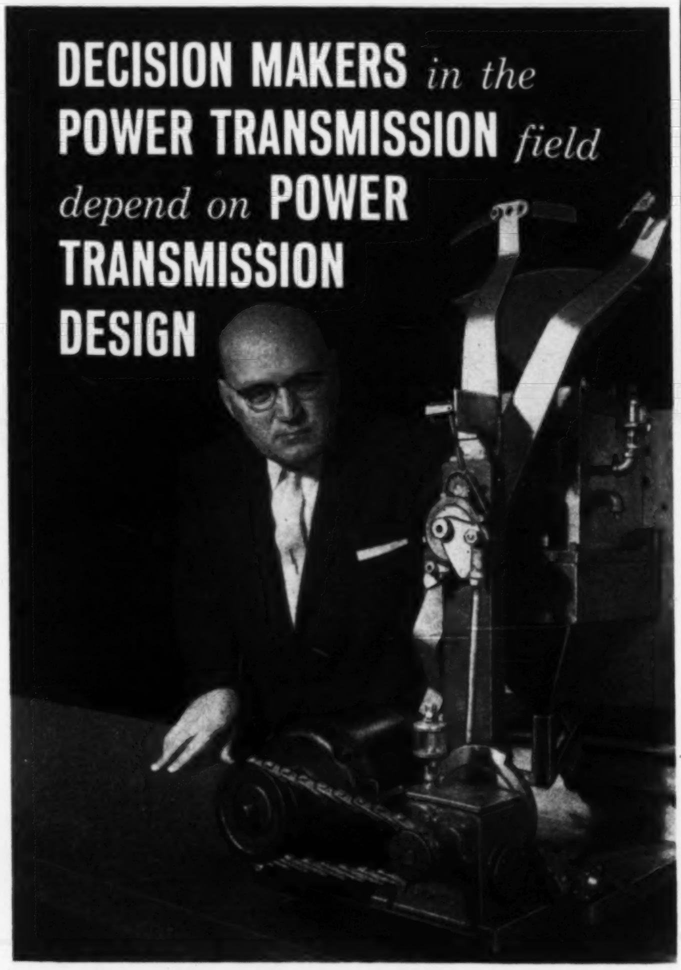
"1. Coordinated efforts by the Watchmakers and major importers to appeal to the right motivations in order to expand the size of the care group and to enhance watch consciousness. This means that key importers must recognize that most of their present promotion money is being spent to influence the consumer *after* he has decided to buy a watch. In the future, the industry must emphasize promotion to stimulate the consumer's decision to *buy* a new watch.

"2. Importers should recognize that the jeweler is only a small part of the total selling operation and that the well advertised brand name, the product itself, the advertising appeals, and the uses of other channels of distribution, must also be seriously taken into account." #

Need Source Material For a Campaign?

Press Clippings can provide you with the necessary source material for a sales or advertising campaign based on actual events . . . can enable you to use real news rather than fictional situations to substantiate your claims and to convince your prospective customers. Invaluable for agency new business presentations. Interested in learning how we can serve you?

Burrelle's
Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS


DECISION MAKERS *in the* POWER TRANSMISSION *field depend on* POWER TRANSMISSION DESIGN

T. R. Vogt, Design Engineer
Cleveland Metal Abrasives Co.

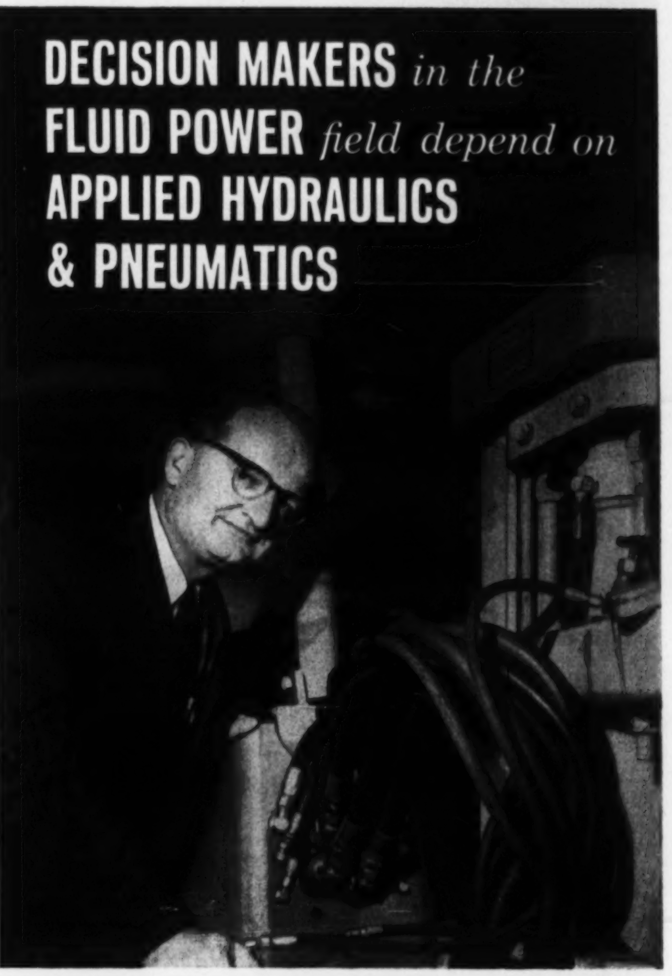
T. R. Vogt selects power transmission equipment for The Cleveland Metal Abrasives Co., manufacturer of metal abrasives for blast cleaning.

If you want to sell Mr. Vogt and more than 30,000 other power transmission equipment buyers like him, use POWER TRANSMISSION DESIGN Magazine.

POWER TRANSMISSION DESIGN's Franchise-Paid Circulation makes sure your story is delivered to the *decision makers* you must reach to sell your products.

Another Industrial Publishing Corporation Magazine

The INDUSTRIAL PUBLISHING Corporation
812 HURON ROAD • CLEVELAND 15, OHIO
NEW YORK • CHICAGO • LOS ANGELES • LONDON


DECISION MAKERS *in the* FLUID POWER *field depend on* APPLIED HYDRAULICS & PNEUMATICS

Walter M. Schaffer, Staff Research Engineer
Towmotor Corporation

Walter M. Schaffer specifies fluid power equipment for Towmotor Corporation, world famous manufacturer of industrial trucks If you want to sell Mr. Schaffer and more than 25,000 others like him, use APPLIED HYDRAULICS & PNEUMATICS Magazine.

APPLIED HYDRAULICS & PNEUMATICS' Franchise-Paid Circulation makes sure your story is delivered to the *decision makers* you must reach to sell your product.

Hydraulics & Pneumatics
WHAT YOU CAN GET IN SERVO VALVES
Another Industrial Publishing Corporation Magazine

The INDUSTRIAL PUBLISHING Corporation
812 HURON ROAD • CLEVELAND 15, OHIO
NEW YORK • CHICAGO • LOS ANGELES • LONDON

Canadian Consumer Group Opposes Trading Stamps

Montreal, Oct. 20—An all-out war on gift coupons, popularly known as trading stamps, given with purchases in Quebec's supermarkets, has been declared by the provincial branch of the Canadian Assn. of Consumers.

Saying that the stamps contravene sections of Canada's criminal code, the Quebec branch claims the coupons increase food prices and that premiums offered, worth about 2% of the value of goods purchased, really are not bargains. Supermarket advertisers here have denied the charge and say they will fight any move on the part of the Canadian Assn. of Consumers to have criminal code revision governing trading stamps used to promote retail sales. #

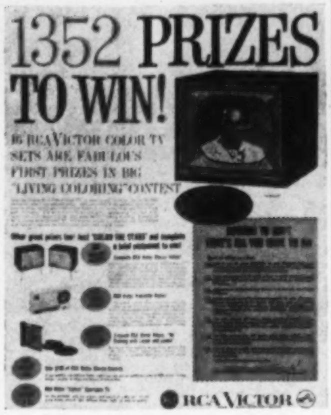
WNJR
negro radio for
metro new york

Prince Macaroni Signs Consent

Prince Macaroni Mfg. Co., Lowell, Mass., has signed a consent order with the Federal Trade Commission, obliging it to stop promising that persons will lose weight by eating Prince macaroni. FTC's complaint had charged that the product is not a low calorie food and contains neither less starch nor more protein than other macaroni products.

Harbert Adds Two Accounts

Harbert Associates, Bloomfield, N. J., has added two new accounts, Tufflex Corp. and Flags by Holiday Inc., both Bloomfield.


1352 PRIZES TO WIN!
16 RCA VICTOR COLOR TV SETS ARE FABULOUS FIRST PRIZES IN BIG "LIVING COLORING" CONTEST
RCA VICTOR

COLORING CONTEST—*A full-color ad in the Oct. 19 Life announces a coloring contest sponsored by Radio Corp. of America for its color tv sets. Contestants must color illustrations of tv stars on grocery shopping bags. Kenyon & Eckhardt, New York, is the agency.*

Ads with Recipes Score Highest in 'LHJ' Survey

New York, Oct. 20—Pre-mixed products, packaged meals and frozen foods have apparently not affected women's desire to create culinary concoctions in her own kitchen.

That's why recipes in food ads are just as important to the reader as they were before the invention of such modern food innovations as tv dinners and instant potatoes.

At least this is indicated by results of a Daniel Starch & Staff check of food ads for *Ladies' Home Journal* which showed ads with recipes score highest in "noted" and "read most" ratings.

■ Taking 250 four-color food ads from the magazine, the researchers divided the ads into three groups: (1) an "A" group containing recipes; (2) a "B" group with no recipes, but displaying the end result of a food ingredient (baked cake, an Irish stew, etc.), and (3) a "C" group with no recipes and no pictures of the completed food item. Ads in "A" group showed 12% higher "noted" ratings than "B" and 42% higher ratings than "C" group, indicating that food ads *sans* recipes can increase readership if the end result of a food ad is prominently displayed.

Ads with recipes scored 87% higher than "B" and 188% higher than "C" in "read most" ratings, while ads in the "B" group—no recipes but showing a completely prepared food item—scored 54% higher than "C" ads. All figures were based on median percentages, according to the report. #

Catholic Knights Names Don Kemper First Agency

The Catholic Knights of America, St. Louis, has appointed Don Kemper Co., Chicago, its first agency. A campaign in metropolitan newspapers and diocesan publications promoting fraternal life insurance for Catholic families will begin shortly, starting in Illinois, to be followed with similar drives in Indiana, Michigan, Ohio and Pennsylvania.

Other states may be added later.

'Redbook' Shifts Two

Ralf Coykendall, formerly manager of travel and automotive advertising for *Redbook*, has relinquished his travel sales post to concentrate in the automotive field as *Redbook* automotive sales manager. Succeeding Mr. Coykendall as manager of travel advertising sales is Bert Orde, formerly manager of the magazine's fashion advertising.

Research in Next Decade to Provide Basic Info: Eggert

Oklahoma City, Oct. 20—Some of the basic questions regarding the effectiveness of advertising may be answered in the next decade, in the opinion of Robert J. Eggert, manager of marketing research, Ford Motor Co.

Mr. Eggert predicted the breakthroughs at a meeting of the Oklahoma City Advertising Club. He said advances in the appraisal of advertising results are inevitable, because management is constantly insisting on measuring the effectiveness of advertising in terms of the additional sales produced.

Management, he said, wants to know the answers to such questions as:

- What messages are most effective in selling a car?
- What medium or combination of media does the best sales job at the lowest cost?
- Should more or fewer dollars be spent in advertising?

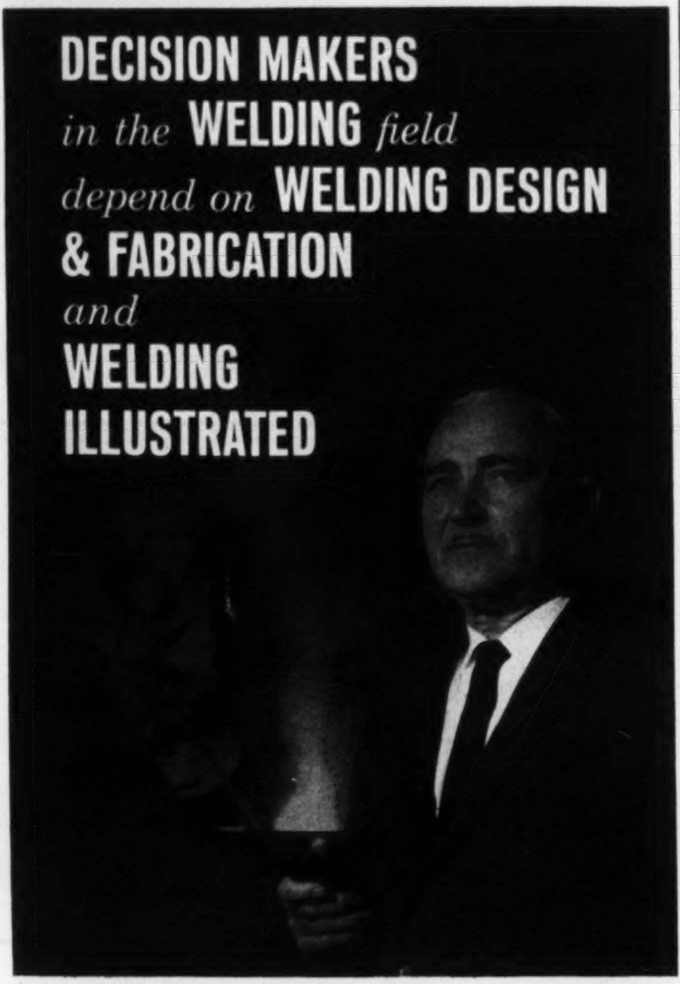
■ "Needless to say," he added, "marketing research has not been able to answer fully all of these important questions. But we are digging, and digging hard." #

Revlon Adds Revillon Freres

In an expansion of its fragrance division, Revlon Inc., New York, has undertaken the distribution of two perfumes made by Revillon Freres. They are Carnet de Bal and Detchema. The products both formerly advertised direct.

Dr. Machi Joins Mathes

Dr. Vincent Machi, formerly an associate director of research of Lennen & Newell, has joined J. M. Mathes Inc., New York, as associate director of the research department.



DECISION MAKERS
in the WELDING field
depend on WELDING DESIGN & FABRICATION
and
WELDING ILLUSTRATED

Ross J. Yarrow, Superintendent
Republic Structural Iron Works

Ross J. Yarrow buys welding equipment for Republic Structural Iron Works, a leading structural steel fabricator.

If you want to sell Mr. Yarrow and more than 107,000 other welding equipment buyers like him, use WELDING DESIGN & FABRICATION* and WELDING ILLUSTRATED.

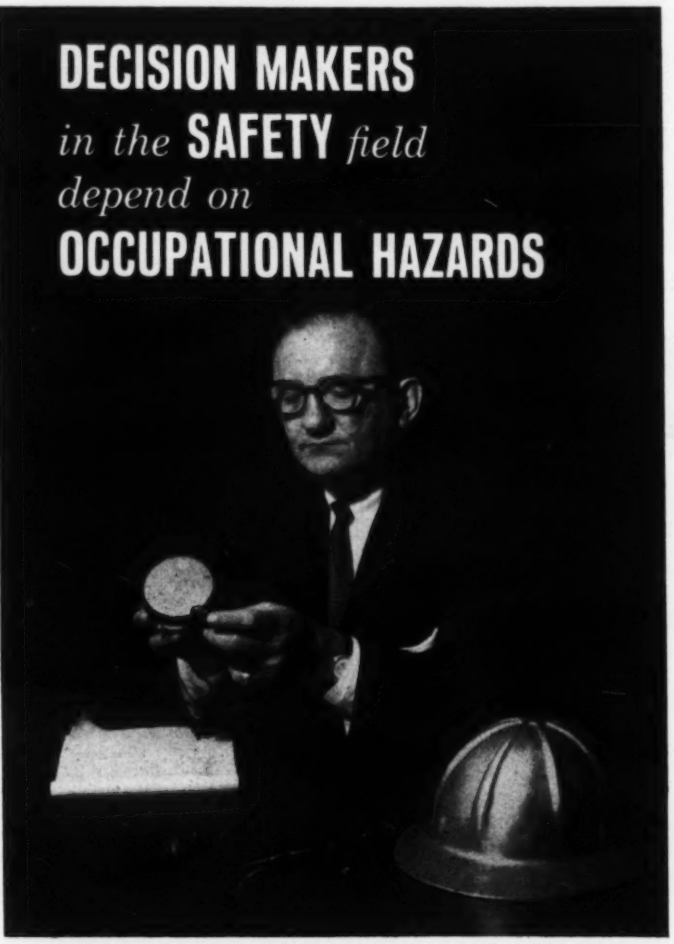
These magazines use Franchise-Paid Circulation to make sure your story is delivered to the *decision makers* you must reach to sell your products.

WELDING
WELDING ILLUSTRATED

Both Industrial Publishing Corporation Magazines

*Formerly INDUSTRY & WELDING

The INDUSTRIAL PUBLISHING Corporation
812 HURON ROAD · CLEVELAND 15, OHIO
NEW YORK · CHICAGO · LOS ANGELES · LONDON



DECISION MAKERS
in the SAFETY field
depend on
OCCUPATIONAL HAZARDS

L. H. Bornoff, Safety Engineer
H. K. Ferguson Co.

L. H. Bornoff buys industrial safety, housekeeping and fire protection equipment for H. K. Ferguson Co., nationally known contractors.

If you want to sell Mr. Bornoff and more than 20,000 other equipment buyers like him, use OCCUPATIONAL HAZARDS Magazine.

OCCUPATIONAL HAZARDS' Franchise-Paid Circulation makes sure your story is delivered to the *decision makers* you must reach to sell your products.

OCCUPATIONAL HAZARDS

Another Industrial Publishing Corporation Magazine

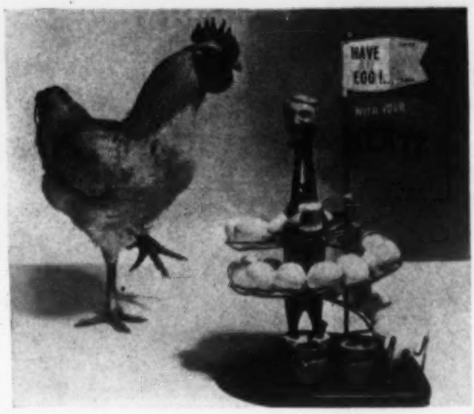
The INDUSTRIAL PUBLISHING Corporation
812 HURON ROAD · CLEVELAND 15, OHIO
NEW YORK · CHICAGO · LOS ANGELES · LONDON

Minnesota Mining Names Two

Minnesota Mining & Mfg. Co., St. Paul, has named Neil S. George manager of international advertising and marketing services, and has appointed Joseph C. Duke to the new position of exec vp of sales administration and public relations. Mr. George was formerly supervisor and acting manager of the international advertising and marketing services department. Mr. Duke was formerly exec vp of the coated abrasives, adhesives and chemicals divisions.

Transogram Sets Yule Drive

Pre-Christmas advertising for Transogram Co., New York, is running through Dec. 19 in 12 metropolitan areas using television, magazines and newspapers. Twelve Sunday supplements and 40 tv children's shows are being used. A 15% increase over last year, Transogram says this year's campaign is the largest in its history. Wexton Co., New York, is the agency.



EGG IN YOUR BEER? *—Pabst Brewing Co., Milwaukee, is distributing this rack to hold hard-boiled eggs on display in taverns so that beer drinkers can satisfy their hidden hunger for an egg with their beer.*

Four A's Elects Marsteller

William A. Marsteller, president of Marsteller, Rickard, Gebhardt & Reed, has been elected to the board of the American Assn. of Advertising Agencies. As a director, Mr. Marsteller will represent the central region of the Four A's.

MILTON R. MILLER

BATAVIA, N. Y., Oct. 20—Milton R. Miller, 73, editor and publisher of the *Batavia Daily News*, died Oct. 13 in Genesee Memorial Hospital. He had suffered a stroke.

Mr. Miller joined the *News* as a reporter in 1903. Nine years later he joined the old *Batavia Times*, but returned to the *News* a few years later and reorganized its advertising department.

When the newspaper was incorporated in 1917 under the name of Griswold & McWain Inc., publisher, Mr. Miller became a stockholder. In 1926 he was appointed business manager; he was named general manager in 1932.

In 1939, Mr. Miller succeeded the late G. S. Griswold as treasurer of the company, and a few years later he became publisher of the *News*, president of Griswold & McWain and board chairman. He was named editor in 1949, following the death of Andrew J. McWain.

Long active in the Assn. of Daily Newspapers, Mr. Miller was also active in, and at various times held virtually all offices in, the New York State Publishers Assn.

CHARLES R. CUSTER

ROLLING HILLS ESTATES, CAL., Oct. 20—Charles R. Custer, 87, former advertising manager of the Chicago & North Western Railway Co., died Oct. 8 in his home here.

Mr. Custer joined the railroad as an office boy and worked for the line for 52 years before his retirement in 1940. He was employed in the railroad's advertising department for nearly 30 years. Mr. Custer was a charter member and first president of the Assn. of Railroad Advertising Managers.

ROBERT H. MORRIS

CHICAGO, Oct. 20—Robert H. Morris, 67, former publisher of *American Builder*, died Oct. 15 at his home in Highland Park, Ill. At the time of his death he was general manager of the Ponderosa Pine Woodwork Assn., Chicago.

O. R. WALLER

CHICAGO, Oct. 20—Oscar R. (Bud) Waller, 60, founder and publisher of *Petroleum Marketer*, died Oct. 13 in Chicago. He founded the monthly magazine in 1933. He is survived by his widow, Edna, an editor of the publication.

'Commercial Finance' to Bow

Commercial Finance, a new monthly for the factoring and commercial finance industry, will bow in January with a distribution of 100,000 and a base advertising rate of $300 a page. Publisher and editor is Jay Raymond Levinson, former general counsel of Commercial Trading Co., and chairman of the Assn. of Commercial Attorneys. Temporary office is 35 Park Ave., New York.

Carroll Joins Time Int'l

Stephen W. Carroll Jr., formerly European advertising manager of *Newsweek*, has joined the Cleveland sales staff of Time International.

AFA 7th District Elects

Ben K. McKinnon, general manager of WSGN, Birmingham, has been elected governor of the Advertising Federation of America's seventh district. Other new officers are Otis Segler, WDEF-TV, 1st lt. gov.; Wilbur Kurtz Jr., Coca-Cola Co., 2nd lt. gov.; Tom Buntin, Buntin & Associates, 3rd lt. gov.; Jack Casey, Alvin H. Meyer Advertising, secretary, and C. A. Rogers, Petroleum Chemicals, treasurer.

Sweets Company Buys Godfrey

Sweets Co. of America, Hoboken, N. J., has bought a quarter-hour each week of CBS Radio's "Arthur Godfrey Time." This means that the show is now sold out. Sweets Co., maker of Tootsie Rolls, placed its order through Henry Eisen Advertising Agency.

Carolace Appoints Perlman

Carolace Embroidery Co., New York, maker of emblems for men's and women's wear, has appointed Philip J. Perlman Associates, New York, its first advertising agency.

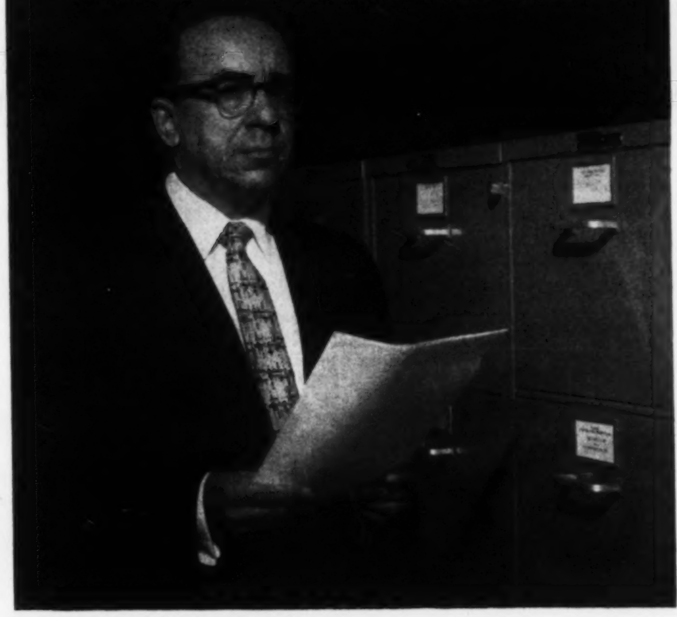
Need to Analyze Your Public Relations?

Press Clippings can keep you fully informed on the results of your public relations program. You can see how many of your releases are published . . . what coverage is given to events you stage . . . what the editors of the nation are thinking. This knowledge will help you plan and develop more effective public relations programs. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)

NEWSPAPERS • MAGAZINES • TRADE PAPERS

DECISION MAKERS
in the OFFICE *field*
depend on
MODERN OFFICE PROCEDURES

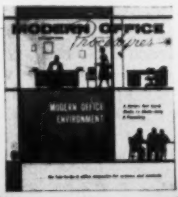


Benjamin Parker, Office Manager
Tremco Manufacturing Co.

Benjamin Parker buys office equipment and supplies for Tremco Manufacturing Co., manufacturer of mastic specialties.

If you want to sell Mr. Parker and more than 98,000 other office equipment buyers like him, use MODERN OFFICE PROCEDURES Magazine.

MODERN OFFICE PROCEDURES' Franchise-Paid Circulation makes sure your story is delivered to the *decision makers* you must reach to sell your products.



Another Industrial Publishing Corporation Magazine

The INDUSTRIAL PUBLISHING Corporation
812 HURON ROAD · CLEVELAND 15, OHIO
NEW YORK • CHICAGO • LOS ANGELES • LONDON

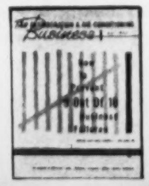
DECISION MAKERS
in the REFRIGERATION AND AIR CONDITIONING *field*
depend on
THE REFRIGERATION & AIR-CONDITIONING BUSINESS

Mr. Ray Quiggin, President
Quiggin & Son, Inc.

Ray Quiggin buys refrigeration and air conditioning equipment for his company, Quiggin & Son, Inc., a leading heating and air conditioning contractor.

If you want to sell Mr. Quiggin and more than 30,000 other executives who specify, sell, install and maintain air conditioning, refrigeration and heating equipment, use THE REFRIGERATION & AIR-CONDITIONING BUSINESS Magazine.

With this magazine's Franchise-Paid Circulation, you can be sure your story is delivered to the *decision makers* you must reach to sell your products.



Another Industrial Publishing Corporation Magazine

The INDUSTRIAL PUBLISHING Corporation
812 HURON ROAD · CLEVELAND 15, OHIO
NEW YORK • CHICAGO • LOS ANGELES • LONDON

in the multi-billion dollar HOSPITAL MARKET—

DEPEND ON... The Modern Hospital

—to communicate with MORE BUYERS MORE EFFECTIVELY at LESS COST

MORE BUYERS: In the hospital market BUYERS are hospital administrators, members of the administrative staff, and professional department heads. The Modern Hospital provides more paid circulation to this group than any other magazine. The Modern Hospital covers, with subscriptions in the names of hospitals and their administrators, 81.5% of all U. S. hospital buying power (as expressed in bed capacity, the standard measurement). No other magazine has demonstrated comparable coverage of the total market. And—if your interest is in hospital construction, The Modern Hospital reaches twice as many interested architects as the second magazine, eight times as many as the third.

MORE EFFECTIVELY: The Modern Hospital provides independent, alert journalistic coverage of the essential developments in hospital administration—progressive care, control of infection, labor relations and the current threat of unionization and other urgent problems—as these vital issues are covered in no comparable magazine.

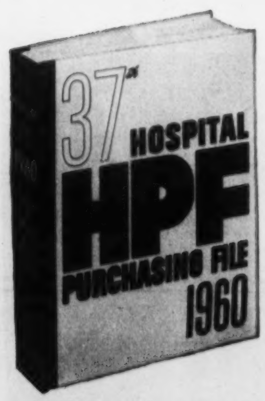
AT LESS COST: The Modern Hospital, published monthly, offers advertising frequency far more economically than the second magazine which is published twice a month. The Modern Hospital has twice the per-issue life of the second magazine, nearly twice the advertising life per dollar.

■ **THE MODERN HOSPITAL** has, this year as in every one of the past 47 years, carried more advertising pages and more exclusive advertising pages, more advertising dollars from more advertisers than any other magazine in the field. Depend on The Modern Hospital in the 1960 multi-billion dollar hospital market.

1959 & 1958 (9 Months) ADVERTISING PAGES:

	1958 (pages)	1959 (pages)
THE MODERN HOSPITAL	1314	1360
Hospitals (18 issues)	1097	1164
Hospital Management	631	564

The Modern Hospital Publishing Co., Inc.
919 N. MICHIGAN AVENUE, CHICAGO 11, ILLINOIS
publications of F. W. DODGE CORPORATION



File your hospital catalog here

Since 1919 Hospital Purchasing File has served hospitals. Here your catalog of products hospitals use will be filed, indexed for easy reference, distributed to every hospital of twenty beds or more, and retained for reference when products are being considered and purchases made. *Hospitals come here to buy—and your catalog filed here makes it easy for hospitals to buy from you.* 1960 Edition is now in preparation. *Ask for complete details, proof of use.*

Exclusive catalog sales representatives, The Modern Hospital Publishing Co., Inc.

Aramburu Knight Powers

AMERICAS AWARD—*John S. Knight, president of Knight Newspapers Inc., receives the Americas Foundation Award from Gen. Pedro Eugenio Aramburu, former president of Argentina. Joshua B. Powers is president of the foundation. The award recognizes Mr. Knight as "champion of press freedom, in recognition of his broad vision of a brave new world dedicated to the pursuits of peace and inter-American friendship."*

Coming Conventions

Oct. 25-28. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

Oct. 26-28. Life Advertisers Assn., annual meeting, Drake Hotel, Chicago.

Oct. 31-Nov. 1. National Federation of Advertising Agencies, western regional meeting, Holiday Hotel, Reno.

Nov. 2-4. Broadcasters' Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

Nov. 4-5. American Assn. of Advertising Agencies, eastern annual conference, Biltmore Hotel, New York.

Nov. 8-11. Assn. of National Advertisers, annual fall meeting, The Homestead, Hot Springs, Va.

Nov. 17. 4th annual R.O.P. color conference, Sheraton Hotel, Chicago.

Nov. 18. American Assn. of Advertising Agencies, annual eastern central regional meeting, Penn-Sheraton Hotel, Pittsburgh.

Nov. 18-20. Television Bureau of Advertising, annual meeting, Hotel Sheraton, Chicago.

Nov. 23-24. National Business Publications, regional conference, Drake Hotel, Chicago.

March 6-10, 1960. National Business Publications, annual spring meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

April 25-27, 1960. Sales Promotion Executives Assn., third annual conference, Hotel Astor, New York.

Kudner Names Five to Staff

Kudner Agency, New York, has added four account executives to work on Sylvania Electric Products, a division of General Telephone. They are Frederic J. Cowan, formerly with Gaynor & Ducas; Leon A. Wortman, formerly with Al Paul Lefton Co., and Robert M. Lehman and John R. Mazey, both from Grey Advertising Agency. Kudner also has named William R. Hinch, formerly a media buyer at Lennen & Newell, a print buyer.

Million Dollar IDEAS

...a penny apiece!

Every single month, ideas selected from 40 or more business and trade publications are packed into a single issue of BRIEFED. Over 100 ideas per issue, more than 1000 per year. *Selling* ideas! *Advertising* ideas. *Promotion* ideas! No worthwhile idea escapes BRIEFED—and each has been tested on the firing line—sold goods and services for America's most successful businesses. You can quickly and profitably put these ideas to work for *your* business by reading BRIEFED regularly—just as the nation's top executives do. Only $10 per year for 12 idea-packed issues.

briefed
FOR THE BUSY EXECUTIVE
400 MADISON AVE. (Dept. A2) NEW YORK 17, N.Y

Grand Union Sign in Times Square Is Ruled Unfair Co-op

Washington, Oct. 20—A Federal Trade Commission hearing examiner ruled last week that an eastern supermarket chain's rental arrangements for a spectacular electric sign in Times Square, New York, represented a plan to solicit illegal advertising allowances from suppliers.

Under the arrangement between Grand Union with 240 stores, and Douglas Leigh Inc., the food chain got five minutes out of every 20-minute cycle on the sign for only $50. It got fifteen of its suppliers to take the remaining 15 minutes at $1,000 per month each.

Hearing Examiner John Lewis said that the arrangement worked much like the "chain lightning" plan which FTC recently condemned in the broadcast industry. Under that plan suppliers bought time on the air. Broadcast stations arranged to obtain point of sale displays for them in important food and drug chains, and gave the chains free air time in exchange.

■ Mr. Lewis said Grand Union received more than $14,600 from Douglas Leigh between July, 1954, and February, 1955, as its share of supplier rentals, and about $39,000 worth of broadcast time plus valuable newspaper advertising in exchange for advertising time on the sign. He also estimated the time which Grand Union retained for itself on the sign was worth at least $10,000 per month.

He said the plan was a device which was worked out in an effort to enable suppliers to provide benefits to Grand Union without offering them to others. #

TvB Names Lindsay, Armsby

George G. Lindsay, formerly vp and Chicago sales manager of Weed Television, station representative, has been named central division director of the Television Bureau of Advertising in Chicago, succeeding Stanford Meigs, who resigned. The TvB also has named Edward H. Armsby, previously an account executive with Ketchum, MacLeod & Grove, director of sales promotion and presentations in New York, succeeding Keith Culverhouse, who resigned.

Fuller & Smith & Ross Boosts 2

Warren R. Erhardt, manager of the media department of Fuller & Smith & Ross, New York, has been named associate media director, a new post. Win Ross, an account executive, has been named an account supervisor. His accounts will include Raytheon, Westinghouse elevator division and Waring Products.

In the New York Market

240,000 News readers vacationed outside of the U.S. in the past 12 months

90,000 *more* than the Times
130,000 *more* than the World-Telegram & Sun
140,000 *more* than the Mirror
160,000 *more* than the Journal-American
160,000 *more* than the Post
180,000 *more* than the Herald Tribune
and as many News readers took a U.S. vacation trip as all other morning or evening papers combined

Source: *Profile of the Millions—2nd Edition, a massive and authoritative study of New York market characteristics. For a presentation, call any New York News office.*

Foreign travel was once a luxury for the few, but today with faster transportation and longer vacations, more people can go abroad—and do!

In New York, more readers taking a vacation, foreign or domestic, read The News than any other newspaper.

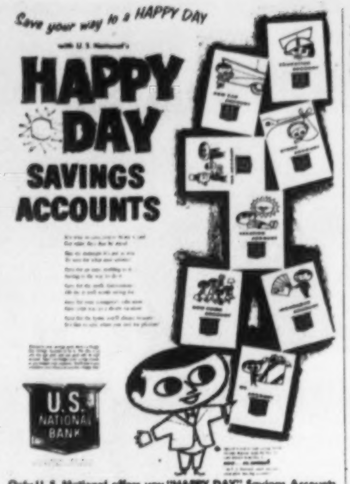
The News not only has more readers—but more readers with education and high income.

If you want more travel and resort customers, advertise in The News. No other medium gives so much for the money. Any New York News office will give you data and details.

THE NEWS, ***New York's Picture Newspaper***

More than twice the circulation, daily and Sunday, of any other newspaper in America.

News Building, 220 East 42nd St., New York 17—Tribune Tower, Tribune Square, Chicago 11—155 Montgomery St., San Francisco 4
3460 Wilshire Boulevard, Los Angeles 5—Penobscot Building, Detroit 26—27 Cockspur St., London S.W. 1, England


Save your way to a HAPPY DAY
with U.S. National's
HAPPY DAY
SAVINGS ACCOUNTS
U.S. NATIONAL BANK
Only U. S. National offers you "HAPPY DAY" Savings Accounts

HAPPY SAVINGS—*U.S. National Bank, Portland, Ore., is promoting savings plans with ads like this in Oregon daily and weekly newspapers. Radio spots and outdoor also are being used.*

Oregon Bank Sets Two-Media Push for New Savings Plans

PORTLAND, ORE., Oct. 21—A new "happy day" savings promotion that suggests seven specific and pleasant savings goals in place of the old worry about a rainy day has been undertaken by the U.S. National Bank on a statewide basis.

Special passbook jackets for "happy day" savings indicate accounts set up for any of these purposes: Education, new car, stork, vacation, tax, insurance, and new home. As explained to ADVERTISING AGE by the agency, Richard G. Montgomery & Associates, "most people could do a better job saving if their savings goals were both attainable and enjoyable. Thus, the happy day approach instead of the time-worn rainy day appeal."

Promotion opened with seven-column, two-color ads in the *Oregon Journal* and *Portland Oregonian*, plus smaller b&w space in dailies and weeklies throughout Oregon. The campaign also includes radio saturation in key markets of the state, 20 and 10-second tv spots, and outdoor painted bulletins with cutouts.

■ Point of purchase material at all 72 of the bank's statewide offices includes lobby displays, counter cards, and individual sets of passbook jackets.

As one indication of the break from conventional types of bank advertising, copy in the "happy day" is in verse, thus:

"It's wise to save, you've heard it said
For rainy days that lie ahead.
But we maintain it's just as wise
To save for what most satisfies!
Save for an auto, nothing to it,
Savings is the way to do it.
Save for the stork, forevermore—
His fee is well worth saving for.
Save for your youngster's education,
Save your way to a dream vacation!
Save for the home you'll always treasure,
It's fun to save when you save for pleasure!" #

'TV Guide' to Poll Readers on Top Programs, Performers

A nationwide poll of television viewers on the best tv performers and programs will be conducted next February and March by *TV Guide*. Readers of the magazine will be asked in the Feb. 6 issue to nominate the best performers and programs during the 1959-1960 season, and a ballot listing the top nominees in several categories will be included in the March 12 issue.

Results of the voting will be announced on the "TV Guide Award Show" on NBC-TV March 25. The program will be produced by Bud Yorkin and sponsored by the Chrysler division of Chrysler Corp. About 10 minutes of the 60-minute program will be devoted to the awards; the remainder will be entertainment. The counting of reader ballots will be done by an independent company of certified public accountants.

Olmsted & Foley Names Foley President, Olmsted Chairman

John T. Foley has been elected president of Olmsted & Foley, Minneapolis, succeeding Ward H. Olmsted, who has been named to the new post of chairman of the executive committee to head creative traffic and the agency's plans board. Succeeding Mr. Foley as exec vp is George C. Hellickson, who joined the agency in 1947. Ward W. Olmsted Jr. was named vp and secretary. These officers constitute the executive committee.

The agency was founded 35 years ago by Mr. Olmsted. Mr. Foley joined the company in 1936 and became a partner in 1943 when the agency became Olmsted & Foley. Last year the company became a corporation.

Roberts Moves, Changes Name

William Roberts Advertising (formerly Mathews-Roberts) has moved to larger quarters in the Bankers Union Life Bldg., Denver.

the association of
art
studios in Chicago, inc.

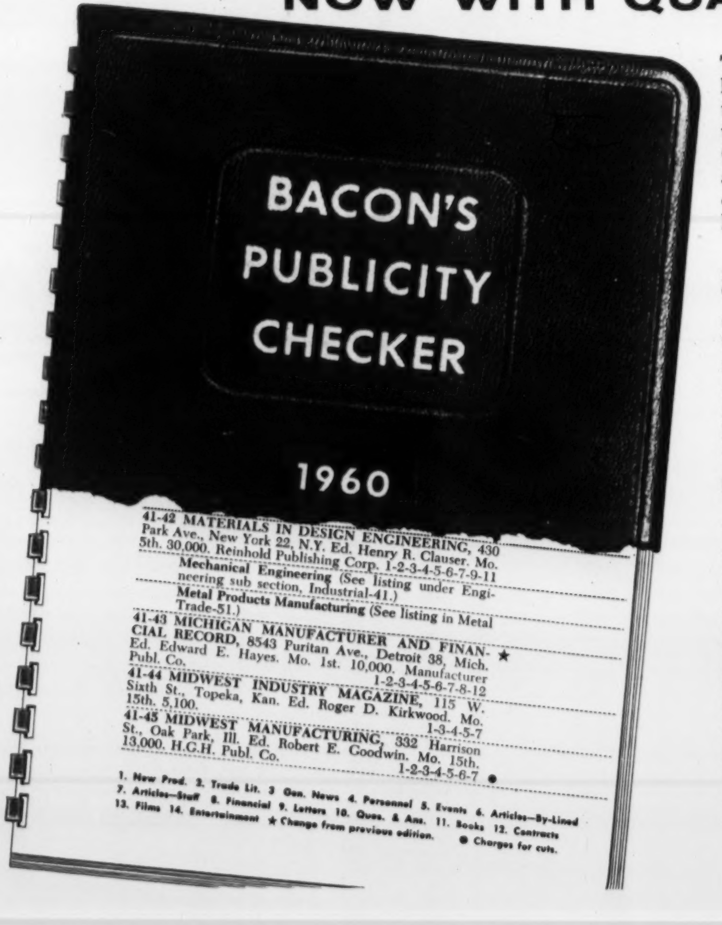
- ART PLUS, INC.
- BERLET-ANDERSON-MARLIN, INC.
- CARNAHAN-HANSON CO.
- COMMERCIAL ILLUSTRATORS, INC.
- COVENTRY, MILLER & OLZAK, INC.
- GRANT-JACOBY STUDIOS, INC.
- KLING-BIELEFELD STUDIOS, INC.
- KOOPMAN-NEUMER
- HOOVER & KERN STUDIOS, INC.
- NUGENT-WILLIAMS STUDIOS, INC.
- PACE STUDIOS
- PROMOTIONAL ARTS, INC.
- BERT RAY STUDIOS
- VOGUE-WRIGHT STUDIOS
- WHITAKER-GUERNSEY STUDIO, INC.

aasc
1000 advertising artists
SERVICE · DEPENDABILITY · INTEGRITY

the Association of Art Studios in Chicago, inc.
20 North Wacker Drive, Chicago 6, Illinois
R. A. Good, Executive Secretary

BAC
THE ONE-TWO PUNCH THAT MEANS
BAC
BETTER RELEASE LISTS!

ALL NEW 1960 EDITION
NOW WITH QUARTERLY REVISIONS



41-42 MATERIALS IN DESIGN ENGINEERING, 430 Park Ave., New York 22, N.Y. Ed. Henry R. Clauser. Mo. 5th. 30,000. Reinhold Publishing Corp. 1-2-3-4-5-6-7-9-11
Mechanical Engineering (See listing under Engineering sub section, Industrial-41.)
Metal Products Manufacturing (See listing in Metal Trade-51.)
41-43 MICHIGAN MANUFACTURER AND FINANCIAL RECORD, 8543 Puritan Ave., Detroit 38, Mich. Ed. Edward E. Hayes. Mo. 1st. 10,000. Manufacturer Publ. Co. 1-2-3-4-5-6-7-8-12 ★
41-44 MIDWEST INDUSTRY MAGAZINE, 115 W. Sixth St., Topeka, Kan. Ed. Roger D. Kirkwood. Mo. 15th. 5,100. 1-3-4-5-7
41-45 MIDWEST MANUFACTURING, 332 Harrison St., Oak Park, Ill. Ed. Robert E. Goodwin. Mo. 15th. 13,000. H.G.H. Publ. Co. 1-2-3-4-5-6-7 ●

1. New Prod. 2. Trade Lit. 3 Gen. News 4. Personnel 5. Events 6. Articles—By-Lined 7. Articles—Staff 8. Financial 9. Letters 10. Ques. & Ans. 11. Books 12. Contracts 13. Films 14. Entertainment ★ Change from previous edition. ● Charges for cuts.

The all new 1960 edition of Bacon's Publicity Checker lists over 3500 business, trade, consumer and farm publications in 99 market groups. The typical listings shown in the illustration indicate the data given by the Publicity Checker. Every listing includes the name of publication, address, editor, publication date, circulation, publishing company—and code numbers to show what type of publicity release material each editor wants for his publication.

Now for the 1960 edition as an added feature, you will receive complete revisions in February, May and August. This means the Publicity Checker will be up-to-date each quarter throughout the entire year. This famous working tool of the publicity specialist will not only save you money and effort, but will help you get better placement for your releases. For the first time you will have all the information you need for complete and accurate release lists and this valuable information will be kept current throughout the year. **Order your copy now, for better publicity in 1960.**

The Publicity Checker is 352 pages, 6¾ x 9¾", spiral bound (lays flat when in use), with fabricoid cover and includes revisions in Feb., May, Aug. Price with revisions $25.00, without revisions $20.00

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Ill.
Please send me ________ copies of 1960 edition of Bacon's Publicity Checker including revisions Feb., May, August @ $25.00
Bill me ☐ Bill my company ☐
COMPANY________________
NAME________________
POSITION________________
ADDRESS________________
CITY________________ZONE____STATE________

Central
BORON
Gives your car more go!

AWARD WINNER—*Central Outdoor Advertising, Cleveland, presented its new Harry H. Packer Award for outstanding outdoor advertising art to Standard Oil Co. of Ohio for its Boron posters which ran during July in Ohio markets. The award is named after Central's founder and chairman of the board.*

Career Girls Get 'Encouragement' from K&E Publicist La Hay

KANSAS CITY, Oct. 20—Would-be career girls in advertising got some frank advice last week: "Find a nice man, marry him, have babies and shut up."

Such encouragement came from Wauhillau La Hay, publicist at Kenyon & Eckhardt, who was the only feminine speaker at an all-day roundtable meeting of the Advertising & Sales Executives Club here.

For the undaunted ladies who would spurn such words of wisdom, Miss La Hay had further counsel:

"1. You may do a vice-president's work, but you're not very likely to get the title or the money.

"2. You don't have to look like Marilyn Monroe—but I imagine it would sure help!

"3. Do not cry on the job—ever! You may have received word that your best beau has fallen in love with your best friend—you may have just dropped your typewriter on your foot—but *don't cry!* Sure as you do, you're going to hear some man say, 'She's acting just like a woman!'

"4. Always remember that you will have to work harder than a man in a comparable job.

"5. Your days off for illness—double pneumonia, scarlet fever or cholera—are on a par with your male co-workers' days off for celebrating his first son's first tooth, moving, World Series, taking wives to doctors, shopping for a new fishing rod or getting a haircut.

"6. We may have more energy, confidence, flexibility, warmth, patience and sympathy than men, but then—to even the score—they are tattooed, they are thinking men, they like their wives on a pedestal and they smoke cigars to bring out the beast in them.

"7. Keep your femininity—especially with other females." #

Bamberger's Promotes Menkes

Mrs. Doris Menkes, advertising copy chief of Bamberger's New Jersey, has been promoted to assistant creative director and copy chief in conjunction with the company's expansion. Bamberger's now has six department stores, with a seventh opening early next year.

ON'S

TOP PUBLICITY PERFORMANCE!

BETTER CLIPPING COVERAGE!

OF OVER 3500 BUSINESS, FARM AND CONSUMER MAGAZINES

Magazines are our specialty! That's why we can give you *complete* coverage of national, regional and Canadian magazines. We concentrate our efforts and cover every magazine known to accept and use publicity material. Our readers *know* magazines because they're especially trained in this field. The positive Bacon system of check and recheck on all items read enables us to maintain an unusually high percentage record in clipping for our clients. If it's published, we'll clip it for you.

We send only original clippings because many clients reproduce clippings and cannot get proper quality from an already reproduced item. Clippings from Bacon go out once a week so there are no long delays from issue date until the actual clippings are in the clients' hands.

Our system allows us to serve clients in a number of ways. We have four standard services which are described at the right, but we can also work with you in studying special requirements and often can provide exactly the information desired. *Our complete service is described in our new Bulletin No. 59. We'll be happy to send it on request.*

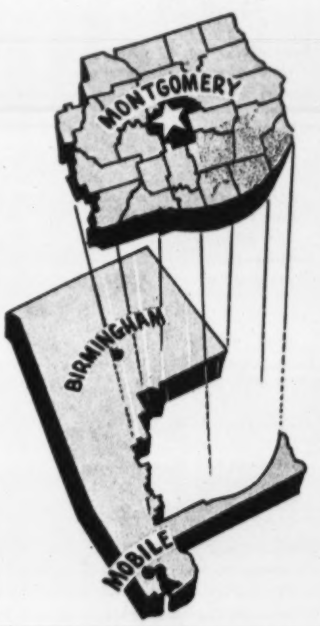
4 BASIC SERVICES

- **CHECKING PLACEMENT**—Manufacturers, advertising agencies, public relations firms, trade associations, publicists and others use Bacon's Clipping Bureau for checking publicity sent to business, farm and consumer magazines.
- **COMPETITIVE ADVERTISING**—Competitive files prevent duplications of advertising themes, make it possible to check markets, and reveal trends, new products, sales arguments, etc.
- **CHECKING COMPETITORS' PUBLICITY**—Competitors' publicity items on new equipment, new installations, administrative articles or personnel changes. Such items are frequently overlooked, unless gotten by the clipping bureau.
- **COLLECTING RESEARCH MATERIAL**—On management, merchandising, production methods, or highly technical studies Bacon can supply extremely valuable information on any desired subject.

BACON'S CLIPPING BUREAU
14 E. Jackson Boulevard • Chicago 4, Illinois
WAbash 2-8419

ALABAMA HAS 3 BIG MARKETS . . .

. . . and they can't be covered by 2 newspapers!



If your Alabama media schedule includes only Birmingham and Mobile, you are just covering half of the market! Montgomery is a MUST on your schedule for these reasons:

- Montgomery leads all Alabama cities in S-M's "30 Best Markets" in 1958-59.
- Montgomery ranks EIGHTH IN THE NATION'S CITIES according to Rand-McNally's most recent survey of economic stability.
- 25% of Alabama's retail sales are made in the area covered by The Montgomery Advertiser and Alabama Journal.

Are your sales quotas and space schedule now in line? If not, better call
KELLY-SMITH CO.

THE ONLY EFFECTIVE COVERAGE OF THE CENTRAL AND SOUTHEAST ALABAMA MARKET
The Montgomery Advertiser
ALABAMA JOURNAL
MORNING · EVENING · SUNDAY

Major Advertising Account Changes and Agency Appointments During the 1st Nine Months of 1959

ACCOUNT	TO	FROM	Billings (Est.)
U.S. Air Force (Recruiting)	MacManus, John & Adams	EWRR	$ 1,000,000
Allis-Chalmers Mfg. Co.	Klau-Van Pietersom-Dunlap	Compton Advertising	800,000
American Airlines	Young & Rubicam	Lennen & Newell	6,000,000
American Broadcasting Corp.	Doyle Dane Bernbach	BBDO	1,500,000
American Car & Foundry	Charles W. Hoyt Co.	Hicks & Greist	———
American Cyanamid Co.			
(Industrial Chemicals div. and Plastics & Resins division)	EWRR	Hazard Advertising Co.	———
(Institutional advertising)	EWRR	Hazard Advertising Co.	———
(Melmac Dinnerware)	EWRR	Hazard Advertising Co.	300,000
American Express Co. (Travel, foreign freight, field warehousing)	Benton & Bowles	Kelly, Nason	———
American Home Foods (Chiquita's mashed potatoes)	Young & Rubicam	BBDO	———
Elizabeth Arden Sales Corp.	Hockaday Associates	———	———
Armour & Co. (Dash dog food & 22 Armour canned meats)	Foote, Cone & Belding	N. W. Ayer & Son	3,000,000
Arnold Bakers (Arnold brick oven cookies)	Kudner Agency	Charles W. Hoyt Co.	———
Bankers Life & Casualty Co.	Phillips & Cherbo	Grant, Schwenck & Baker	1,000,000
Barber-Greene Co.	Aubrey, Finlay, Marley & Hodgson (Jan. 1)	Buchen Co.	225,000
Benrus Watch Co. (Sovereign line)	D'Arcy Advertising	Adams & Keyes	———
Best Foods (Nucoa margarine)	Dancer-Fitzgerald-Sample	GB&B	1,000,000 to 1,500,000
Bethlehem Steel Co.	Hazard Advertising	Jones, Brakeley & Rockwell	1,000,000
Bissell Carpet Sweeper Co.	Clinton E. Frank Inc.	Leo Burnett Co.	1,500,000
Blitz Weinhard Co.	Johnson & Lewis Advertising	Weiner & Gossage Advertising	425,000
Blue Cross & Blue Shield	Black, Little & Company	———	———
Borg-Warner Corp.	Clinton E. Frank Inc.	J. Walter Thompson	1,250,000
Brach, E. J. & Sons	Tatham-Laird	Arthur Meyerhoff & Co.	300,000
John H. Breck Inc. (TV only)	Reach, McClinton & Co.	N. W. Ayer & Son	3,000,000
Bristol-Myers Co. (Ban)	Ogilvy, Benson & Mather	BBDO	2,500,000
Brownberry Ovens	No agency assigned	Clinton E. Frank Inc.	125,000
Butter-Nut Bread (Division of Langendorf United Bakeries)	Lennen & Newell	Hoefer, Dieterich & Brown	250,000
Bymart (Tintair)	Kastor, Hilton, Chesley, Clifford & Atherton	Products Service Inc.	———
Canadian Westinghouse Co. (Industrial division)	McCann-Erickson	F. H. Hayhurst Co.	———
CandyGram Inc.	Young & Rubicam	Reach, McClinton & Pershall	200,000
Cargill Inc., Nutrena Mills	John W. Forney Inc.	Bruce B. Brewer & Co.	1,500,000
Carter Carburetor (Division of ACF Industries)	D'Arcy Advertising Co.	French & Shields	300,000
Catalina Inc.	Grey Advertising	Foote, Cone & Belding	———
Chase Bag Co.	Hazard Advertising Co. (Nov. 1)	William Hart Adler Inc.	———
Chase Manhattan Bank (retail advertising)	Ted Bates & Co.	Cunningham & Walsh	1,000,000
Chesapeake & Ohio Railway	Meldrum & Fewsmith	Robert Conahay Inc.	300,000
Chesapeake & Potomac Telephone Co.	Cargill, Wilson & Acree	N. W. Ayer & Son	———
Chesebrough-Pond's Inc.			
(Pertussin cough remedy)	Compton (Jan. 1)	McCann-Erickson	600,000
(Vaseline hair tonic, Lip Ice pomade)	Norman, Craig & Kummel	McCann-Erickson	3,000,000
(Pond's Angel Touch and lipsticks)	Norman, Craig & Kummel	J. Walter Thompson	1,000,000
Chrysler Corp. (Valiant automobile, new product)	BBDO	———	10,000,000-15,000,000
(Dart automobile, new product)	Grant Advertising	———	———
Chrysler Corp. of Canada (Dodge & DeSoto cars and Dodge trucks)	Grant Advertising of Canada	Ross Roy Inc. of Canada	2,500,000
Chun King Sales Inc.	BBDO	J. Walter Thompson	1,250,000
Cluett, Peabody & Co. (Arrow)	Lennen & Newell	Young & Rubicam	2,000,000
Coates & Clark's Sales Corp.	Fuller & Smith & Ross	Kenyon & Eckhardt	———
Colgate-Palmolive Co.			
Colgate Men's Line	Street & Finney	John B. Shaw Advertising	300,000
(Super Suds product)	Street & Finney	Cunningham & Walsh	500,000
(Wildroot products)	Ted Bates & Co.	BBDO	3,250,000
Columbia Broadcasting System			
(CBS Radio)	———	Doyle Dane Bernbach	———
(CBS-TV)	BBDO	McCann-Erickson	over 1,000,000
Cory Corp. (All but Autopoint)	Herbert Baker Advertising	Dancer-Fitzgerald-Sample	———
Countess Mara Inc.	Henry Bach Associates	Fred Gardner Co.	———
Cresta Blanca Wine (CVA Corp.)	Doyle Dane Bernbach	Norman, Craig & Kummel	———
Cunard Steamship Co.	Compton Advertising	Ellington & Co.	———
Helene Curtis Industries (Suave, Shampoo plus Egg, Lentheric fragrances)	———	Gordon Best Co.	2,000,000
Daystrom Furniture	Schram Advertising	BBDO	200,000
Dayton Rubber Co. (Industrial products division)	Marsteller, Rickard, Gebhardt & Reed	Allman Co.	250,000
Deere & Co.	Gardner Advertising	Klau-Van Pietersom-Dunlap	1,000,000
Dictograph Products Inc.	Wexton Co.	Anderson & Cairns	———
Dr. West's Insta-Clean	Keyes, Madden & Jones	———	———
Dodge Dealers of Detroit	Grant Advertising	———	300,000
Eagle Pencil Co. (U.S.)	Shaller-Rubin Co.	BBDO	250,000-300,000
Eberhard Faber Pencil Co.	Al Paul Lefton Co.	Anderson & Cairns	250,000
Economics Laboratory Inc.	Kastor, Hilton	J. M. Mathes Inc.	2,000,000
European Travel Commission	Cohen, Dowd & Aleshire	Caples	150,000-200,000
Eversharp Pen Co.	Compton Advertising	Benton & Bowles	500,000
First Three Markets Group	Goold & Tierney	Anderson & Cairns	———
Fleet-Wing Corp. (subsidiary of Standard Oil Co., O.)	Griswold-Eshleman Co.	David R. Buschman & Associates	250,000
Fleischmann Distilling Co. (Churchill Bonded; Churchill 88; Old Medly and Olde Heirloom)	Compton Advertising	L. H. Hartman Co.	———
Flexees Inc.	Doner & Peck	Durand Advertising	in excess of 600,000
Fluor Corp.	Foote, Cone & Belding	Hixson & Jorgensen	———
Ford Motor Co.	J. Walter Thompson (Falcon car) Kenyon & Eckhardt (English Ford and the Tanus)	———	250,000
Formfit Co.	Added Tatham-Laird	———	1,000,000
Foster-Grant Co.	Donahue & Coe	Hoag & Provandie; Burke, Dowling Adams Inc.	500,000
French Tourist Office	Doyle Dane Bernbach Inc.	Grey Advertising	400,000
Frito Co. (national and regional advertising for Fritos corn chips, and also advertising for Frito-Nicolay, Dancey Co. and Frito Co., eastern division)	Dancer-Fitzgerald-Sample	Tracy-Locke Co. (National advertising) EWRR (regional accounts)	1,000,000
Gallo, E. J. Winery	BBDO	Doyle Dane Bernbach	1,200,000
General Mills (Korn Kix, Trix & Sugar Jets)	Dancer-Fitzgerald-Sample	Tatham-Laird	2,000,000
Gillette Co. (England)	S. H. Benson	Crawford	420,000
B. F. Goodrich Co.			
(All consumer products except tires)	———	McCann-Erickson	———
(Texfoam mattresses, rug cushioning, marine products)	Foote, Cone & Belding	Cunningham & Walsh	2,500,000
Granny Goose Foods	Lennen & Newell	Harris, Harlan, Wood	400,000
Great Western Producers	Monroe Greenthal Co.	Gore Smith Greenland Inc.	350,000
Gruen Watch Co.	L. H. Hartman Co.	Grey Advertising	———
Hambro Automotive Corp. (Austin Motor Co.)	J. M. Mathes Inc.	McCarty Co.	750,000
George W. Helme Co. (Snuff)	Kastor, Hilton, Chesley, Clifford & Atherton	Cunningham & Walsh	500,000
Robert Hall Clothes Inc.	Arkwright Advertising	Frank B. Sawdon Inc.	3,000,000
Hertz Corp.	Norman, Craig & Kummel	Campbell-Ewald Co.	4,000,000
Hoffman Motor Car Co. (except Fiat, at Adams & Keyes)	Warwick & Legler	L. H. Hartman Co.	350,000
Hudson Pulp & Paper Corp.	Grey Advertising	Norman, Craig & Kummel	1,000,000
International Breweries	Marcus Advertising	Brooke, Smith, French & Dorrance (Frankenmuth & Southern division) Lloyd Mansfield Co. (International Iroquois division)	——— ———
International Breweries (Bavarian division)	Marcus Advertising	———	———
International Ladies Garment Workers Union	Doyle Dane Bernbach		700,000
International Latex (Playtex)	Ted Bates (Sept. 1)	Reach, McClinton & Co.	4,000,000
International Swimming Pools	Doyle Dane Bernbach	Geyer, Morey, Madden & Ballard	350,000
International Telephone & Telegraph Corp.	Doyle Dane Bernbach Inc.	J. M. Mathes Inc.	under 1,000,000
Jantzen Inc. (women's sportswear division only)	Hockaday Associates	Botsford, Constantine & Gardner	1,000,000
Japan Tourist Assn.	Caples Co.	Kelly, Nason	———
Johns-Manville Corp. (8 divisions)	Cunningham & Walsh	J. Walter Thompson	2,000,000
Lanolin Plus (VCA Laboratories —Rybutal, Super-Rybutal and Juvenal)	Erwin Wasey, Ruthrauff & Ryan	Batten, Barton, Durstine & Osborn	———
Lawry's Food Products	Doyle Dane Bernbach	California Advertising	400,000
Lerner Sleep Shops	Zakin Co.	———	300,000
Leslie Spice Islands Sales Co.	Dancer-Fitzgerald-Sample	Foote, Cone & Belding	———
Liggett & Myers Tobacco Co. (New Duke cigaret)	McCann-Erickson	———	———
Linco Distributing Corp.	D'Arcy Advertising	Henri, Hurst & McDonald	200,000
Lindsay Co.	Biddle Co.	Kerker, Peterson, Hixon & Hayes	350,000
Thomas J. Lipton Inc. (Lipton tea)	Sullivan, Stauffer, Colwell & Bayles	Young & Rubicam	5,500,000
Magnavox Co.	Marschalk & Pratt	Maxon Inc.	475,000
Manhattan Shirt Co. (Men's division)	Daniel & Charles	Doner & Peck	800,000 to 1,000,000
Martin Co.	Ketchum, MacLeod & Grove	VanSant, Dugdale & Co.	———
Louis Marx & Co. (toy manufacturers)	Ted Bates & Co.		1,000,000
Massey-Ferguson Co. Ltd. (product advertising)	Needham, Louis & Brorby	MacLaren Advertising	500,000
Oscar Mayer & Co.	J. Walter Thompson	Baker, Tilden, Bolgard & Barger	1,500,000
Mead, Johnson & Co. (Institutional advertising)	Kastor, Hilton, Chesley, Clifford & Atherton	Wentzel, Wainwright, Poister & Poore	———
Mead, Johnson & Co. (Pabium products)	Kenyon & Eckhardt	Keyes, Madden & Jones	———
Mennen Co. (Dateline stick deodorant, plus new products)	Grey Advertising	Warwick & Legler	———
Mennen Co. (tube shave creams, men's talcs and new products)	Warwick & Legler	Grey Advertising	———
Mercury Record Co.	John W. Shaw Advertising	Henri, Hurst & McDonald	200,000
Midas Inc.	Edward H. Weiss & Co.	Bozell & Jacobs	1,000,000 to 1,500,000

ACCOUNT	TO	FROM	Billings (Est.)
Miles Chemical Co. (Summer Chemical Co., Takamini Lab., Miles citric acid, plant merger)	Klau-Van Pietersom-Dunlap	L. W. Frolich & Co. (Summer) Robert H. Otto & Co. (Takamini)	—
Minute Maid Corp. (Hi-C division)	Dancer-Fitzgerald-Sample	Reach, McClinton & Pershall	1,500,000
Mytinger & Casselberry (Nutrilite Food Supplement)	Donahue & Coe	J. Walter Thompson	750,000-1,000,000
National Assn. of Home Builders (NAHB convention)	Fulton, Morrissey Co.	St. Georges & Keyes	—
National Guard Bureau	Fletcher Richards, Calkins & Holden	VanSant, Dugdale	300,000
National LP-Gas Council	Bozell & Jacobs	McCann-Erickson	250,000
National Van Lines	Maxon Inc.	Wade Advertising	300,000
Nescafe	William Esty Co. (Sept. 1)	Bryan Houston Inc. (Now merged with Fletcher Richards, Calkins & Holden)	3,500,000
Nestle Co. (Decaf Instant Coffee, Nestea Instant tea & Maggi Soup line, effective Sept. 1.)	McCann-Erickson	Dancer-Fitzgerald-Sample	2,000,000
New York Stock Exchange	Compton Advertising	Calkins & Holden	1,000,000
Northam Warren Corp. (Cutex)	Doherty, Clifford	Doyle Dane Bernbach Inc.	1,000,000
Northam Warren Corp. (Odorono & Peggy Sage)	Ellington & Co.	Doyle Dane Bernbach Inc.	500,000
Norwich Pharmacal Co. (Nebs)	Cohen & Aleshire	Foote, Cone & Belding	1,000,000
Norwich Pharmacal Co. (advertising for Pepto-Bismol, Norforms, Unguentine and NP-27 international advertising)	Gotham-Vladimir Advertising	McCann-Erickson	—
Noxzema Chemical Co. (3 new products)	Sullivan, Stauffer, Colwell & Bayles (2 products)	—	—
	Doherty, Clifford, Steers & Shenfield	—	—
Oral Roberts Evangelistic Assn.	Geyer, Morey, Madden & Ballard	Keyes, Madden & Jones	1,250,000
Otarion Listener Corp.	Biddle Co.	J. M. Mathes Inc.	278,000
Pan-American Coffee Bureau	BBDO	Fuller & Smith & Ross	1,000,000
Parry Laboratories (Myomist mouth spray)	Maxwell Sackheim & Co.	Roy S. Durstine Inc.	500,000
Paxton & Gallagher Co. (Butter-Nut Coffee)	Tatham-Laird D'Arcy Advertising Co.	Buchanan-Thomas Advertising Co.	1,500,000
Chas. Pfizer & Co. (Family products division) (Acne care)	Leo Burnett Co.	Paul Klemtner & Co.	—
Pharmaco Inc. (Saraka laxative, Inhiston, Imra)	Brown & Butcher	Ellington & Co.	200,000
Pharma-Craft Corp. (Coldene Stick, subsidiary of Distillers Corp., Seagrams Ltd.)	J. Walter Thompson Co.	Cunningham & Walsh	3,000,000
Philips Electronics Industries Ltd.	Needham, Louis & Brorby (Philishave electric shavers) McKim Advertising Ltd. (radio and tv appliances) E. W. Reynolds Ltd. (Philips electronic tubes and Rogers Majestic Radio Corp.)	Erwin Wasey, Ruthrauff & Ryan	450,000
Pillsbury Co. (Overseas division)	Grant Advertising	Gotham-Vladimir Advertising	—
Planters Nut & Chocolate Co. Ltd. (Salted nuts, nut confections & peanut butter)	MacLaren Advertising Co.	Stanfield, Johnson & Hill	—
Porter, H. K. Co. (Thermoid)	Erwin Wasey, Ruthrauff & Ryan	Aitkin-Kynett	450,000
Porter, H. K. Co. (National Elec.)	EWRR	Ketchum, MacLeod & Grove	250,000
Princess Marcella Borghese	Jane Trahey Associates	Irving Serwer Advertising	—
Procter & Gamble (Fluffo)	Benton & Bowles	Tatham-Laird	—
(Ivory Flakes)	Grey Advertising	Compton Advertising	750,000
Purex Corp. (Little Bo Peep Ammonia, Little Boy Blue Bluing, Miss Bo Peep Brightener & Fleecy White Bleach)	Foote, Cone & Belding	Roche, Rickerd & Cleary	—
(Beads O'Bleach)	Edward H. Weiss & Co.	Foote, Cone & Belding	—
(Wrisley bath soap)	Edward H. Weiss & Co.	Fulton, Morrissey Co.	—
Radio Corp. of America	J. Walter Thompson Co.	Kenyon & Eckhardt	12,000,000
Red Heart Dog Food (Division of John Morrell & Co.)	John W. Shaw Advertising	Campbell-Mithun	1,000,000
Reddi-Wip Inc. (U.S.)	North Advertising (Jan. 1)	D'Arcy Advertising	400,000
Reddi-Wip Inc. (Top-Wip product)	Kenyon & Eckhardt	D'Arcy Advertising Co	—
Regal Brewing Co.	Lennen & Newell	Heintz & Co.	1,000,000
Renault Inc. (Radio-TV account)	Kudner Agency	Needham, Louis & Brorby	—
Resistoflex Corp.	Adams & Keyes	Marsteller, Rickard, Gebhardt & Reed	250,000
Revell Inc.	Cunningham & Walsh	Doyle Dane Bernbach	—
Harold F. Ritchie Inc. (Eno antacid)	J. Walter Thompson Co.	Kenyon & Eckhardt	—
Robertshaw-Fulton Controls Co.	Cargill, Wilson & Acree	Preston, Chapin, Lamb & Keen	325,000
	Arkwright Advertising	Frank B Sawdon Inc.	3,000,000
Rothmans of Pall Mall Canada Ltd.	F. H. Hayhurst Co.	Young & Rubicam	1,000,000
Jacob Ruppert	Norman, Craig & Kummel	Compton Advertising	3,000,000
Salada-Shirriff-Horsey (Salada tea, Seabrand frozen shrimp, Danish dessert, Junket powder)	Doyle Dane Bernbach	Sullivan, Stauffer, Colwell & Bayles	1,500,000 to 2,000,000
Schenley Industries (Cream of Kentucky Whisky)	Doyle Dane Bernbach	L. H. Hartman Co.	380,000
C. Schmidt & Sons	Ted Bates & Co.	Al Paul Lefton Co.	1,500,000
Schulze & Burch Biscuit Co.	Compton Advertising	Maxon Inc.	—
Scudder Food Products	Campbell-Mithun	Charles A. Mottl Inc.	600,000
Joseph Seagram & Sons (Lord Calvert Whisky)	Cohen, Dowd & Aleshire	Ogilvy, Benson & Mather	1,000,000
Sealy Mattress Co.	Arnold Kupner Advertising	Graceman Advertising	—
Security First National Bank	Donahue & Coe	Foote, Cone & Belding	—
Shulton Inc. (pharmaceutical division) (Ice-o-derm, new product, Thulox, medicated hair & skin products)	Ralph Allum Co.	Wesley Associates	—
Simmons Co. (Hide-a-Bed sofas and all upholstered products made by its new living room division)	McCann-Erickson	Young & Rubicam	—
Slenderella International	Product Services Inc.	Management Associates	2,500,000
Smith Brothers	Kastor, Hilton	Sullivan, Stauffer	750,000 to 1,000,000
Standard Brands (Chase & Sanborn Coffee)	J. Walter Thompson	Compton Advertising	6,500,000
Stephan Distributing Corp.	Peter Finney Co.	Cunningham & Walsh	1,000,000
Swissair	Campbell-Ewald Co.	deGarmo Inc.	250,000
Sylvania Products	Kudner Agency	J. Walter Thompson	3,000,000
Thikol Chemical	Brown & Butcher	Dancer-Fitzgerald-Sample	200,000
Tidy House Products Corp.	Guild, Bascom & Bonfigli	Earle Ludgin & Co.	1,000,000
Trans-World Airlines (Europe)	Dolan, Ducker, Whitcombe & Stewart	Mather & Crowther, Sodico S. A., Young & Rubicam, Adolph Wirz Advertising	1,000,000
21 Brands Inc.	Cunningham & Walsh	Calkins & Holden	475,000
Underwood Corp.	J. M. Mathes	William Esty Co.	1,000,000
Union Asbestos & Rubber Co.	Biddle Advertising Co.	William Hart Adler Inc. and Marsteller, Rickard, Gebhardt & Reed	175,000
Union Oil Co. (radio & tv)	EWRR	Young & Rubicam	—
United Aircraft Corp. (United Pratt & Whitney Sikorsky aircraft & missiles space systems division, export advertising)	Campbell-Ewald Co.		
(Norden & Hamilton Standard community advertising for all divisions)	Wilson, Haight, Welch & Grover	Lennen & Newell (Jan. 1)	1,500,000
United Vintners (Petri)	Honig-Cooper	Young & Rubicam	—
Vaseline Liquid Shampoo	Dolan, Ducker, Whitcombe & Stewart	J. Walter Thompson	—
Vick Chemical Co. (Vicks double-buffered cold tablets)	Ogilvy, Benson & Mather	Morse International	—
Volkswagen (passenger cars)	Doyle Dane Bernbach Inc.	J. M. Mathes Inc.	750,000
Volkswagen (commercial vehicles)	Fuller & Smith & Ross	J. M. Mathes Inc.	300,000
Volvo Import Inc.	Anderson & Cairns	Advertising Agencies Inc.	—
Ward Baking Co. (Tip-top Bread)	Grey Advertising	J. Walter Thompson	3,000,000
Watchmakers of Switzerland	Cunningham & Walsh	Foote, Cone & Belding	1,000,000
Waterman Bic Corp.	Kastor, Hilton, Chesley, Clifford & Atherton	E. T. Howard Co.	—
WBBM-TV	Edward H. Weiss & Co.	Fletcher Richards, Calkins & Holden	—
Josiah Wedgewood & Sons	Doyle Dane Bernbach	St. Georges & Keyes	250,000
White Sewing Machine Corp.	Meldrum & Fewsmith	Fuller & Smith & Ross	250,000
Whitehall Laboratories (Division of American Home Products) (Inst'l)	John F. Murray Adv.	Lawrence C. Gumbinner	—
(Dristan, Dondrill Cough Medicine & Soothal antiacid)	Tatham-Laird	Bryan Houston Inc.	6,000,000
Youngstown Sheet & Tube Co.	EWRR	Griswold-Eshleman Co.	800,000

Gall Leaves Curtiss-Wright to Join Hayden as VP

Ronald S. Gall, director of pr and advertising of Curtiss-Wright Corp. for the past ten years, has joined Hayden Advertising, Montclair, N. J., as vp. Mr. Gall had been on leave of absence from Curtiss since January; since then his assistant, Arthur Donnelly, has been acting director of pr and advertising. Mr. Gall said he accepted his new post because of his "desire to enter the agency business and apply all the things I've learned as a client in the past 30 years."

Hayden Advertising was set up early this year by F. Douglas Hayden, at that time an art director with the Curtiss agency, Burke Dowling Adams (now Adams & Keyes). Hayden's main accounts now are American Alkyd Industries, Ward Optical Mfg. Co., American Polyglas Corp., Florio Marsala Wines and Quality Group Weeklies of New Jersey.

Sarnoff Cancels BPA Talk; TIO's Louis Hausman Fills In

The present clamor and soul searching throughout the tv industry, touched off by investigations into the rigging of quiz shows, is apparently resulting in a lot of overtime work for some network executives. Robert Sarnoff, chairman of the board of the National Broadcasting Co., has cancelled his scheduled keynote address to the Broadcast Promotion Assn., scheduled for Nov. 2 in Philadelphia. He explained: "Current commitments vitally affecting the television medium promise to expand my work schedule in the weeks ahead to such an extent that I foresee no opportunity to give adequate preparation to the keynote speech I had hoped to make."

Replacing Mr. Sarnoff will be Louis Hausman, director of the newly organized Television Information Office.

Needham & Grohmann Adds 2

Mountain View House, a summer resort in Whitefield, N. H., has appointed Needham & Grohmann, New York, as its first advertising agency. The agency has also been appointed by Nassau Inn, formerly Nassau Tavern, Princeton, N.J. Advertising will be coordinated with that of Princeton Inn, handled by Needham for seven years. Both inns are owned and operated by Princeton University.

Univac Boosts Hungerford

Harold R. Hungerford, formerly San Francisco branch manager of the Remington Rand Univac division, has been appointed advertising and sales promotional manager of Remington Rand Univac division of Sperry Rand Corp., New York, a new post. He is succeeded in San Francisco by Edward W. Green, formerly with the company's sales staff in Los Angeles.

Tuborg Uses Radio in N.Y.

Tuborg Breweries, Danish brewer, has launched a new radio campaign in New York for Tuborg beer. The schedule calls for spots on WNEW's "Klaven & Finch" early morning show, WQXR and two stations, WNCN and WBAI. Erwin Wasey, Ruthrauff & Ryan is the agency.

Motyl, Mathews Join McCarty

Jacques P. Motyl and John Mathews have joined the creative-contact staff of McCarty Co., New York. Mr. Motyl was formerly art director at Tveter Advertising. Mr. Mathews was supervisor of illustrators at Boyan & Weatherly Art Studios.

'Everywoman's' Boosts Romano

Everywoman's Family Circle has moved Patrick J. Romano from its circulation department to sales representative for its mail order section, "Shopping Circle."

PHOTOGRAPHIC REVIEW OF THE WEEK

PICKLES
MOVE FAST AT
THANKSGIVING

PICKLED DRIVER—*Pickles are just the ticket for extra sales volume at Thanksgiving, says Officer Ruth Slater as she stops the piquant vegetable for speeding. "Holidays Are Pickle Days" promotion of the National Pickle Packers Assn. starts Nov. 15, ends in January.*

Anderson **Johnson** **Cassidy** **Jorgensen**

WITH LAUGHTER—*A light moment at the 1959 western region convention of the American Assn. of Advertising Agencies was enjoyed by George Anderson and Don Johnson, Davis, Johnson, Anderson & Columbatto, Los Angeles; H. E. Cassidy, McCarty Co., and Kai Jorgensen, Hixson & Jorgensen.*

Daniels **Nelson** **Guild** **Stromberger** **Holcombe** **Klitter** **Willis** **Fenwick**

SERIOUS MOMENTS—*Serious talk about the advertising business marked the 1959 western region convention of the American Assn. of Advertising Agencies. Caught in a serious mood between business sessions were Draper Daniels, Leo Burnett Co., Chicago; James C. Nelson Jr., Hoefer, Dieterich & Brown, San Francisco; Walter Guild, Guild, Bascom & Bonfigli, San Francisco; Ted Stromberger, Stromberger, LaVene, McKenzie, Los Angeles; Chet Holcombe, Santa Barbara News Press; Martin Klitter, Martin Klitter Co., Los Angeles; Harry G. Willis, Harry G. Willis & Associates, Glendale, and David R. Fenwick, Robinson, Fenwick & Haynes, Los Angeles.*

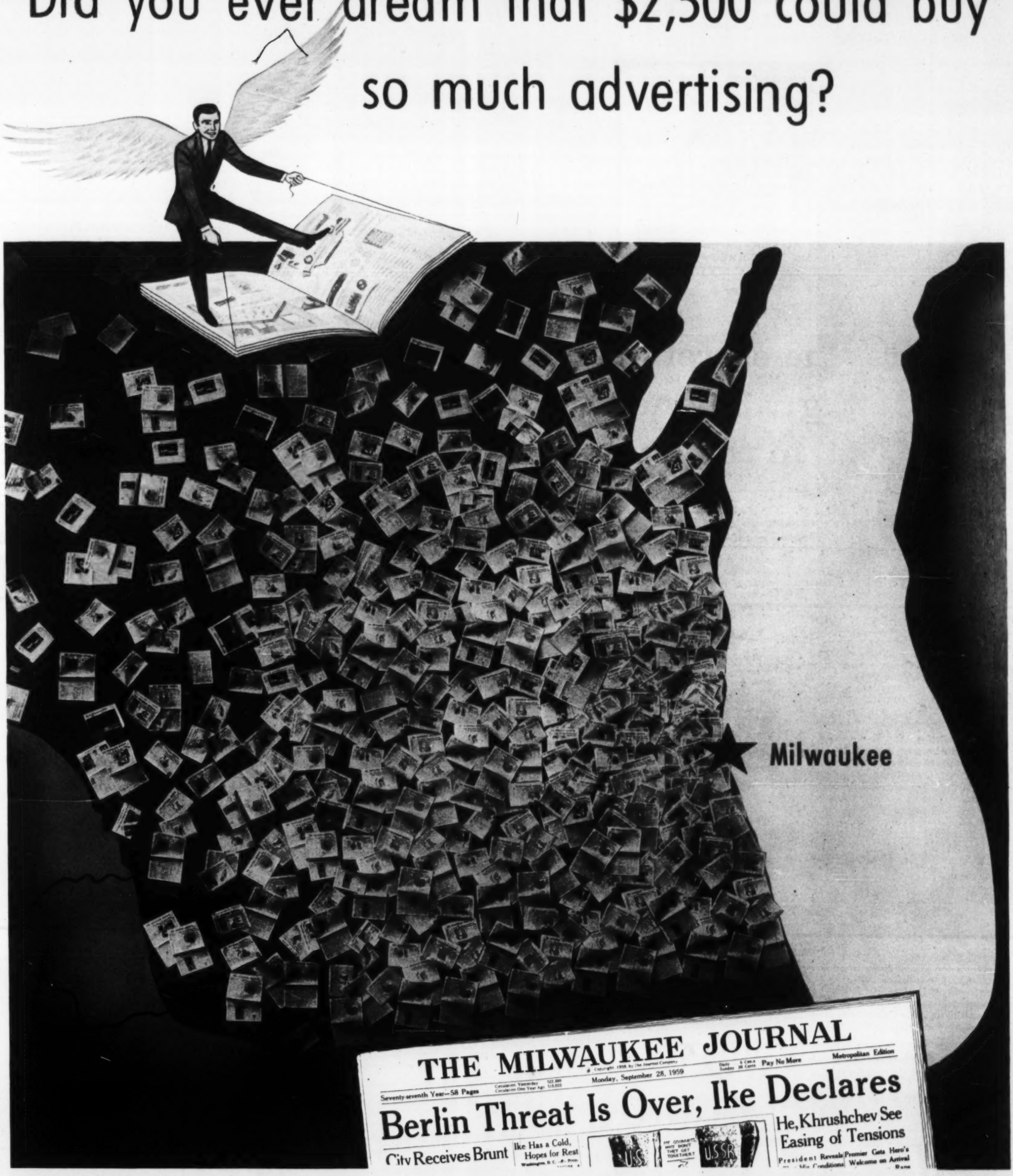
Bronson **Kelley** **Mrs. Kelley** **Hausman** **Fellows** **Goldman** **Cuneen** **Potter**

GOOD FELLOWS ET AL.—*At the first fall regional meeting of the National Assn. of Broadcasters in Washington these stalwarts met: Ed H. Bronson, NAB director of tv code affairs; Gaines Kelley, WFMY-TV, Greensboro, N. C., and Mrs. Kelley; Louis Hausman, new head of NAB's tv information office; Harold E. Fellows, NAB president; Simon Goldman of WJTN, Jamestown, WDOE, Dunkirk, and WGGO, Salamanca, all New York; Mike Cuneen, WDLA, Walton, N. Y., and David Potter, WNAE, Warren, Pa.*

Ioset **Weinman** **Struthers** **Schiele** **Clark** **Williams** **Younts** **Lee**

SHOP TALK—*Some shop talk was engaged in at the NAB regional meeting in Washington by Don Ioset, WPIT, Pittsburgh; Judge Carl A. Weinman, WSTV, Steubenville, O.; Harvey J. Struthers, CBS-TV stations; George W. Schiele, Broadcast Advertisers Reports; Jim Clark, WRVA-TV, Richmond, and David R. Williams, CBS-TV network; Jack Younts, WEEB, Southern Pines, N. C., and Robert E. Lee, a commissioner of the Federal Communications Commission.*

Did you ever dream that $2,500 could buy so much advertising?



THE MILWAUKEE JOURNAL

Metropolitan Edition

Pay No More

Monday, September 28, 1959

Seventy-seventh Year—58 Pages

Berlin Threat Is Over, Ike Declares

He, Khrushchev See Easing of Tensions

City Receives Brunt

Ike Has a Cold, Hopes for Rest

A full page in full color
in The Sunday Milwaukee Journal,
a real spectacular reaching
over a half-million families,
costs only $2,465.

Only in the big-circulation, big-
market newspapers like The Journal
can you get so much consumer
attention and selling power
for so little money.

Let us show you facts
on ROP color tests, specimen pages
and costs in Milwaukee,
the preferred big-city test market
with one-paper coverage.

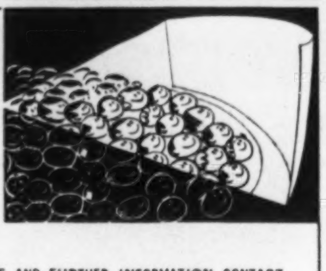
PUBLISHERS CLASSIFIED DEPARTMENT
9 S. CLINTON ST., CHICAGO 6, ILLINOIS
Please send
"MAGAZINE CLASSIFIED BY THE MILLIONS"
....
....
....

Riedl & Freede Adds Glamur

Glamur Products, Syracuse, manufacturer of Easy Glamur rug and upholstery cleaner, has appointed Riedl & Freede, Clifton, N. J., to handle its advertising. The previous agency is Grey Advertising.

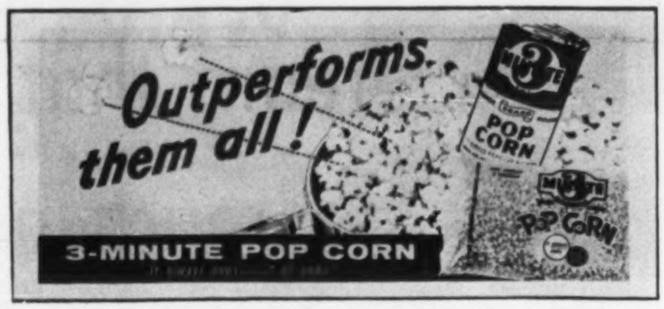
DO YOU WANT TO REACH THE NEGRO MARKET?

Theatre screen advertising is available in virtually all theatres located in neighborhoods predominantly populated by Negroes. The medium makes it possible to specifically pinpoint a large segment of this important market.



TsAB

FOR COPIES OF BROCHURE AND FURTHER INFORMATION CONTACT:
THEATRE-SCREEN ADVERTISING BUREAU
437 MERCHANDISE MART • CHICAGO 54, ILLINOIS



POP CORN BUSTS OUT ALL OVER—*National Oats Co., Cedar Rapids, Ia., manufacturer of 3-Minute oats and 3-Minute pop corn, has scheduled an intensive fall and winter poster campaign covering 79 markets in 18 states. It is the first use of outdoor posters by a brand name pop corn, Outdoor Advertising Inc. reports. Winter postings will be largely for the company's oats cereal. L. W. Ramsey Advertising Agency, Davenport, Ia., is the agency.*

Some Appliances Approaching Market Saturation: Romney

NEW YORK, Oct. 20—George Romney, president of American Motors Corp., warned yesterday that manufacturers of durable goods—especially those in the appliance field—must recognize that there is a "given time and a given place in which a potential market has its absolute limits, beyond which all the marketing skills in the world cannot push consumption."

In a talk before store owners and presidents of the Mutual Buying Syndicate, Mr. Romney said that beyond these limits new marketing techniques applied to the "same old product" are ineffectual.

"Rarely is distribution so complete as to reach the absolute limits of a given market," said Mr. Romney, "but we have approached this condition in some of our major appliances.

"Consumers in our better-educated, more sophisticated society are still subject to human emotion and impulse, but the economic magnitude of the appliance purchase still makes it a subject of thoughtful consideration."

■ Because of this attitude, Mr. Romney said, no amount of "persuasion, salesmanship or marketing mysticism" can make the consumer buy, especially when the item is merely a later version of a "currently useful, performing apparatus.

"The problem for the producer of durable goods is to recognize the point of absolute saturation of the effective potential market," he continued, "and either throttle down his productive machine to a pace commensurate with his market—or bring fresh creativity to the product for the creation of new or superior consumer benefits.

"We have become so concerned with security and avoidance of risks that we see excessive devotion to the tried and true to the point of eventual consumer disinterest and actual narrowing of the potential market," he said.

Mr. Romney added that devotion to the safety first formula is not limited only to mass production industries—advertising people are guilty of the same failing. "We see it in advertising where one successful ad—which succeeded because of its unconventionality—establishes a new pattern of conventionality and ultimate ineffectiveness," he said. #

Jones Names Eula Reggin

Eula Reggin has been named manager of the radio-tv time buying department of Ralph H. Jones Co., Cincinnati, succeeding Ann Smith, who resigned. Miss Reggin joined the company in 1951 and has been a member of the time buying department since 1952. Lyle Ross Allen has joined Jones as account service manager, specializing in radio and television. Mr. Allen was formerly director of merchandising and sales promotion of WLW-I, Indianapolis.

Kimberly-Clark Boosts Altree

Arthur F. Altree, formerly marketing counsel for Kimberly-Clark Corp.'s International division, Neenah, Wis., has been named brand manager for Kleenex table napkins in the company's consumer products division.

JERE PATTERSON
& ASSOCIATES
INTERNATIONAL
ADVERTISING AND
MARKETING COUNSEL
9 Rockefeller Plaza, New York 20, N.Y.

At last–the secrets of successful advertising...by one of the most successful executives in the business

More than 450 pages of experience-tested ideas that can mean better advertising results, greater profits for you!

Loyd Ring ("Deke") Coleman, author of "The Practice of Successful Advertising," is a Director of the J. Walter Thompson Company, world's largest advertising agency. For forty years, he has been one of the most influential figures in advertising. Probably no man in the history of the business has had so long and intensive experience on so many different accounts, in so many different markets. Probably no man has been in such confidential association with so many leaders of business throughout the world.

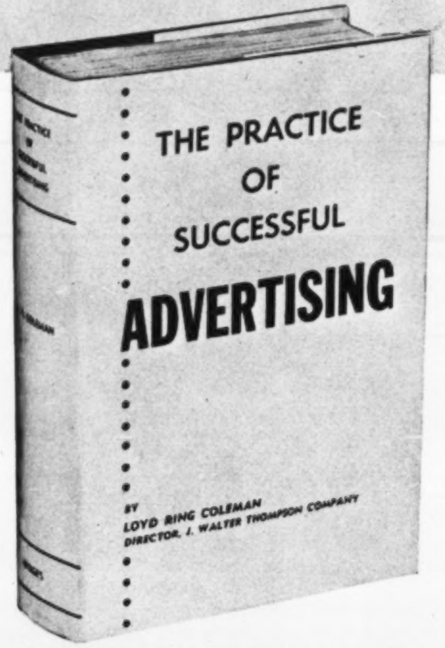
Born in Rochester, N.Y., Mr. Coleman has worked in the U.S. and abroad on many of the most successful advertising campaigns ever created. The clients with whom he has been associated include Ford, General Motors, Kellogg's, Kodak, Kraft Foods, Lever Brothers, Parker Pen, Pan American World Airways, Reader's Digest, Union Carbide, J. B. Williams and Wrigley's. He is at present head of J. Walter Thompson's operation in Australia, where "The Practice of Successful Advertising" was recently published and greeted with acclaim. International in scope and coverage, it is now available—in limited supply—to U.S. businessmen.

PUT COLEMAN'S 40 YEARS OF ADVERTISING EXPERIENCE AND KNOW-HOW TO WORK FOR YOU!

"The Practice of Successful Advertising" is a monumental book . . . one of the very few written in recent years by a well-known senior executive in the field. Filled with warmth and humor, it reads as easily, as interestingly as a novel . . . yet contains hundreds of tested-and-proven ideas, know-how, wisdom that will benefit everyone in advertising, everyone who *uses* advertising.

Sound, Profitable Answers to Your Advertising and Marketing Questions

Looking for practical, "how-to" material? Never before has so much been packed into one volume. Never before has an advertising book been so interesting, so much *fun* to read! Never before has one been written *for* advertising men and women *by* as internationally famous an authority as "Deke" Coleman.


THE PRACTICE OF SUCCESSFUL ADVERTISING
BY LOYD RING COLEMAN
DIRECTOR, J. WALTER THOMPSON COMPANY

"Clear, strong, direct—it embodies the broad experience and clear thinking of one of the wise men of advertising, a man with a richly-earned international reputation."

—J. R. Cominsky, Publisher, Saturday Review

"Few people in any field write as brilliantly as does Mr. Coleman, and in my opinion, few people in advertising think as well and as soundly as he does. I think the book should be a 'must' for anyone with a commercial interest in advertising. It might also be read with profit . . . by any intelligent layman wishing to learn more about one of the major phenomena affecting today's society."

—J. V. McConnell, Assistant Professor of Psychology, University of Michigan

"A comprehensive, highly readable addition to advertising lore."

—Printers' Ink, October 9th, 1959 Issue

You'll read HOW TO . . .

- plan a campaign
- set up the advertising budget
- get the most out of research
- write copy that sells
- merchandise soundly
- establish a good agency-client relationship
- use art and type most effectively
- produce successful radio and TV commercials
- select the right media
- utilize public relations
- There are additional chapters on psychology and motivation . . . on politics and advertising . . . on how advertising has created a new way of life.

Profit from "Deke" Coleman's experience. Some typical advice:

"The thing to remember is that the impression of the product is what counts. What people think of the commercial counts not at all."

"An idea that is good for a single advertisement is not necessarily good for a long-continued campaign."

"If the shock is too great, the product will not sell as a result. If the shock doesn't exist, the public won't look. Between these two extremes lies the genius of the artist and the planning group which works on the advertising."

"You get farther faster with verbs than you do with adjectives."

"Copy . . . should be long enough to do its job, and damn all theories of length."

"It has been said that it is dangerous to underestimate competition. It is no less dangerous, and maybe more so, to overestimate it."

Use the handy coupon to order *today*. U.S. supply is limited. Start profiting from the know-how in this remarkable new book as soon as possible. MONEY-BACK IN FULL if you're not 100% satisfied.

SPECIAL NO-RISK ORDER FORM
James Watson & Co.
51 Melcher Street Boston 10, Mass.

Please send me, prepaid, ____________ copies of *The Practice of Successful Advertising* by Loyd Ring Coleman at $9.75 each.

Enclosed is my payment in full of $____________. I understand if I am not completely satisfied, I may return the book(s) within 10 days and receive a full refund.

Name____________
Address____________
____
City, Zone, State____________
Your business and title (optional)____________
AA

Food packager discovers media "ingredient" that doubles *(and redoubles!)* recall of print and TV advertising

THERE'S a certain food processor who knows all about packaged mixes—*and* how to sell them. He can blend media for a campaign "recipe" that's just right. And he's discovered an advertising "ingredient" that makes his media selections even sweeter.

The ingredient: reflectorized highway displays along the roads consumers must travel on their way to buy.

This advertiser proved his point by researching a market before and after signs were used. Here's what he found:

- Awareness of newspaper advertising increased 750%.
- Awareness of TV advertising increased 500%.
- Awareness of magazine advertising increased 460%.
- Awareness of radio advertising increased 180%.

Reflectorized highway displays by National Advertising Company can do as good a job for you. Look at it from every angle—coverage, cost and effectiveness. See why highway signs deserve a spot on your media list.

A NATION ON WHEELS

The highway display delivers your message at a key time—when the customer is on his way to the store. It is a medium that offers you more than 90% coverage of your market...with 10 exposures per prospect per month on the average. The growth of above-average-income suburbia has literally put the nation's shoppers on wheels!

LOW COST PER THOUSAND

Reflectorized highway displays rank with the lowest on cost per thousand exposures. But cost per thousand *impressions* is even more significant, because independent research establishes a readership of 42%.

A SELLING DISPLAY NIGHT AND DAY

One-third of all highway travel is at night. But the message is never blacked out, because National Advertising Company displays are reflectorized. During daylight, the message is carried in full color. At night, car headlights bring the displays to life, still in full color, illustrations and all.

ONE CONTACT FOR NATION-WIDE SERVICE

National Advertising Company is the only organization that offers complete highway display service coast to coast. One call does it all. We secure locations...create and erect signs...inspect, maintain and repair on a regular basis.

AGENCY COMMISSION

These highway displays are subject to agency commission.

Get the facts today. Send for the full color, 8-page booklet that describes our reflectorized displays and services for advertisers.

NATIONAL ADVERTISING COMPANY
Subsidiary of Minnesota Mining & Manufacturing Company
Sales and Service Offices in 27 Cities Coast to Coast
6850 South Harlem Avenue Bedford Park, Illinois

3M COMPANY

PENNZOIL
MOTOR OIL
"ALL YOU NEED TO KNOW ABOUT ENGINES!"

DAY AND NIGHT

Some of the famous names that are sold on reflectorized displays:

Marlboro • Pennzoil
Hartford Insurance
New York Bell Telephone
Ralston-Purina • Amoco
Pittsburgh Paint
Coca-Cola
Howard Johnson
Shell Oil • Alcoa
State Farm Insurance

EAR MAN—*An hour at the organ is a prelude to dinner in the Tompkins household.*

Versatile Adman ... F. B. Tompkins

"In order that people may be happy in their work," said John Ruskin, "these three things are needed: They must be for it; they must not do too much of it; and they must have a sense of success in it."

AT WORK—*This is a client's eye view of Mr. Tompkins at his desk at the Barlow agency.*

F. Brownell Tompkins, president of Barlow Advertising Agency, Syracuse, N.Y., combines the three with a rare flavor. As head of the biggest ad agency in central New York state, the first and last do not need any elaboration. And, almost with a negative fervor, he doesn't "do *too* much of it."

■ A business administration major at Syracuse University, with a master's degree in marketing, Mr. Tompkins later taught advertising there. It was also at Syracuse that he studied art. He chose this hobby, he says, because it is "creative and non-competitive." A traditionalist, the range of his paintings encompasses landscapes, portraits, and "anything that strikes my fancy." Today Brownie Tompkins, as he is known to employes and clients alike, uses the brush and the palette to relieve the tensions which seem to be concomitants of advertising.

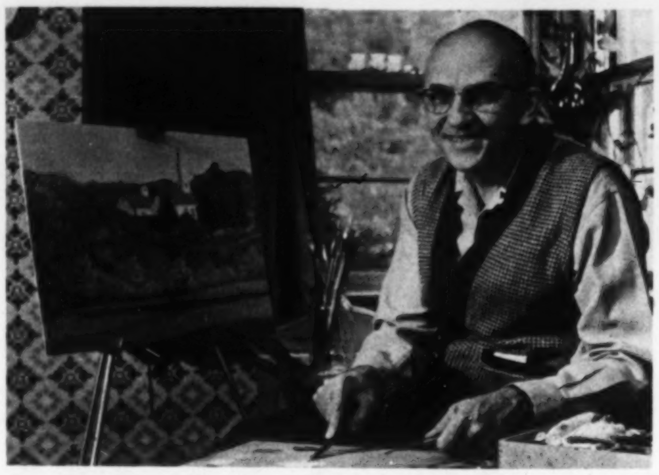
However, he is no art collector, nor does he put up his paintings for sale. "It is purely for pleasure," he says.

■ Besides his deftness with the brush, Mr. Tompkins is an organist of no mean note.

Every evening, after work, he is at the organ for an hour before dinner. He plays by ear—"can't read the music." But he can listen to some organ music on his hi-fi and then sit down at the instrument and recapture the music to almost the last nuance.

An esthete, he is a practical man, too. An amateur architect, he designed and built his 10-room home in suburban Marcellus. He is an avid collector of antiques, and the entire house is full of them.

On the walls there are no Utrillos, no Rouaults, not even any Corots—just paintings modestly signed FBT. #



TENSION EASER—*Adman Tompkins mixes colors on his palette as he works on a painting in his den at home.*

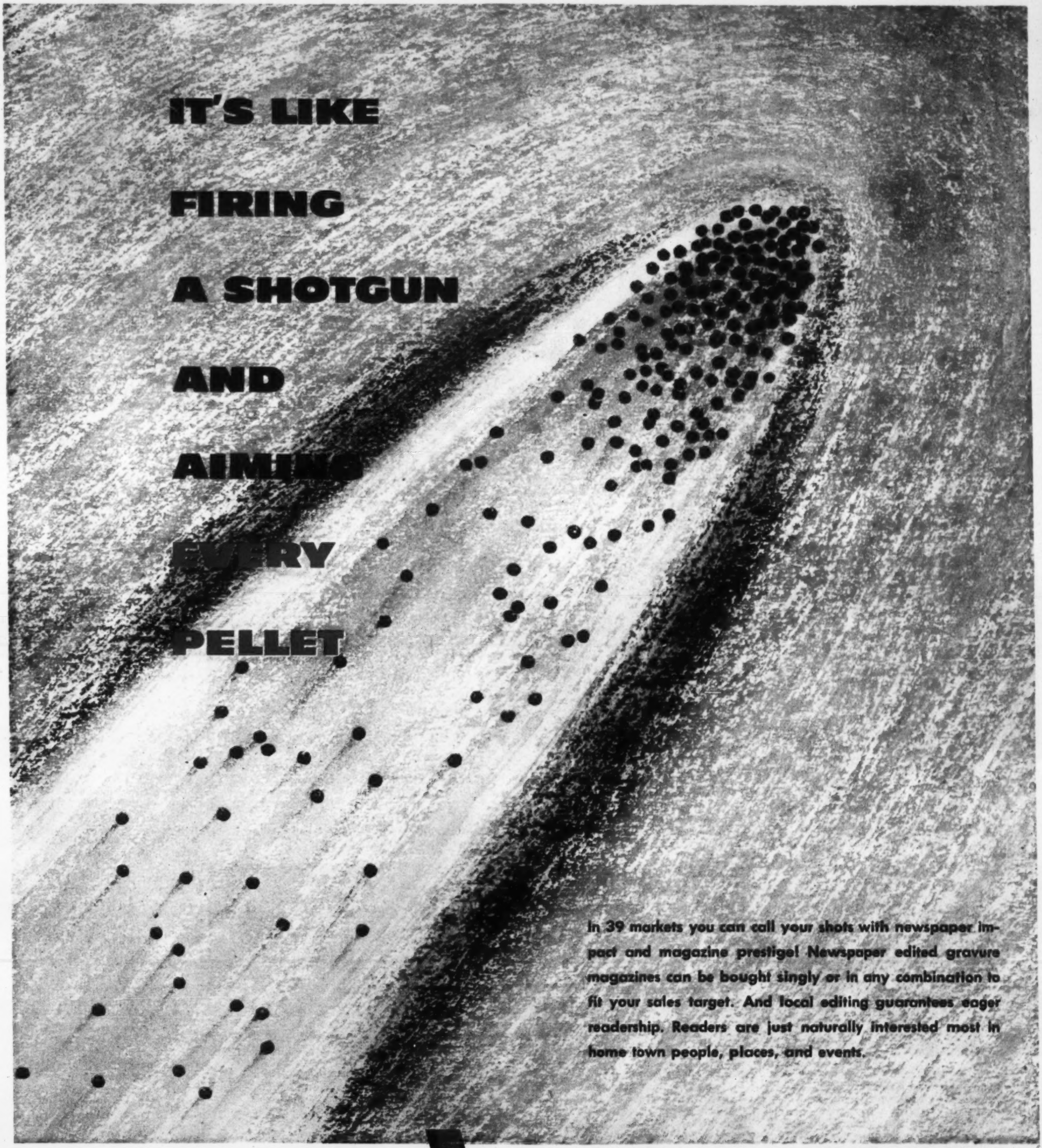
BUCOLIC COFFEE BREAK—*Brownie Tompkins mingles with his agency staff in a coffee break in the agency's garden—a daily summertime ritual.*

P & A makes

numerous types of plates and mats for various advertising needs. All are made well and ably expedited—ELECTROTYPES, NICKELTYPES, MATS, R.O.P. COLOR GLASS MATS, THERMOSETTING MAT PATTERNS, AND PLASTIC PRINTING PLATES.

PARTRIDGE & ANDERSON COMPANY
712 Federal Street, Chicago 5—Phone HArrison 7-3732

Where do you get BETTER SERVICE than at P&A?



In 39 markets you can call your shots with newspaper impact and magazine prestige! Newspaper edited gravure magazines can be bought singly or in any combination to fit your sales target. And local editing guarantees eager readership. Readers are just naturally interested most in home town people, places, and events.

your Tactical Ad Force in 39 major markets

locally edited gravure magazines

12 of the best of the 52 locally edited gravure magazines serving 39 major markets

AKRON BEACON JOURNAL • ATLANTA JOURNAL AND CONSTITUTION • COLUMBUS DISPATCH • DENVER POST • HOUSTON CHRONICLE • INDIANAPOLIS STAR • LOUISVILLE COURIER-JOURNAL • NEWARK NEWS • NEW ORLEANS TIMES PICAYUNE STATES • PHOENIX ARIZONA REPUBLIC • ST. LOUIS GLOBE DEMOCRAT • TOLEDO BLADE

Attention Admen!

fit type

IN SECONDS!

Tens of thousands of artists, admen, printers, editors, students *swear by* the Haberule Visual Copy-Caster . . . world's fastest, simplest, most accurate copy-fitting tool. Only $10 at art supply stores or direct. *Money-back guarantee!*

HABERULE
Box AA 245, Wilton, Conn.

Stop Abusing Robinson-Patman Act or Face Restrictive Laws: Kintner

(Continued from Page 3)

share in the responsibility for policing your own individual business conduct you are inviting more of the very things you deplore," he said.

Mr. Kintner departed from his prepared text at this point to warn the food leaders that unless they act, "cockeyed legislation" will whittle away free enterprise "until we have only the threads left. I think," he continued emphatically, "that you have no right to continue to exist and prosper under a free enterprise system if you are unwilling to assume the responsibilities of citizenship."

He alluded to inquiries into what constitutes exorbitant profits and added: "It is a harbinger of things to come unless each of you and your industry take stock of the situation instead of campaigning for repeal of the Robinson-Patman Act."

■ The commissioner's remarks came as the FTC rounds out its first year of an exhaustive inquiry into the pricing policies of the food industry.

"I am sure," he said in his prepared text, "there are those among you who deplore further extensions of government regulation and view with anguish increased restrictions on business freedom.

"The desire to grow in business size and stature is natural and useful to the development of our economy, but, with one's growth, there must go a continuing development of a sense of responsibility. This is particularly true in the food industry where it might be said there is no meaningful national market, but only regional or local areas of effective competition."

■ Approximately 125 investigations are now being conducted in the food industry by the FTC, with 16 involving large chains. Alleged practices under investigation include: Price discrimination; illegal receipt or payment of brokerage; discriminatory granting of advertising allowances, and the knowing inducement of illegal prices and of advertising and promotional allowances.

There are six formal complaints outstanding at the present time against these food chains: Giant Food Shopping Center, Grand Union Co., National Tea Co., Kroger Co., Safeway Stores and Great Atlantic & Pacific Tea Co.

■ "I can understand," Mr. Kintner told the gathering, which included most of the nation's biggest food buyers (several defendants in the FTC cases cited above were on the dais with him), "that there must be constant pressures from the top management of any successful chain on each of its departments to demonstrate efficient operation in terms of dollars and cents on the credit side of the ledger.

"I can understand that when someone approaches the sales department, for example, and says, 'In addition to giving you these prices on our products, we will give you so much a case for advertising and X dollars over and above that for any trouble you may be caused by changing over to our brand,' the sales department will be strongly tempted to accept the deal because it will show as a profit for the department. Some effort may be made to characterize these allowances as 'advertising allowances,' but both parties to the transaction know that the amount allowed is more than can or will be spent on advertising the brand in question, just as they both know that the work and cost of changing from one brand to another is a normal function of a chain store and that the cash payment allowed is far greater than the cost of the changeover by any standards.

■ "I have said that the sales department may be tempted to accept such a deal. It is an open secret in this group that some have not been delivered from such temptations.

"At times, in the past, the arrangement may have been a profitable one, but I am here to tell you today that such deals leave both parties in a position far short of their responsibility for the preservation of our free enterprise system, and may turn out to have been highly unprofitable when the balance sheet includes the cost of litigation."

Mr. Kintner concluded his address with a question: "Do you wish to cooperate in a firm, fair government program of enforcement of business ground rules or would you prefer to ignore your responsibilities while pressure mounts for more restrictive piecemeal legislation to whittle away the competitive free enterprise system? The challenge and the choice is yours. What are you prepared to do about it?"

■ The first morning session of the three-day convention at which some 3,500 distributors, suppliers, exhibitors, media people and visitors are in attendance—was devoted to talks on competition, growth of the smaller food chains by public stock offerings, personnel, new product development and a panel discussion by three manu-

The world of "Mac" McCampbell

(A man many salesmen would want to sell)

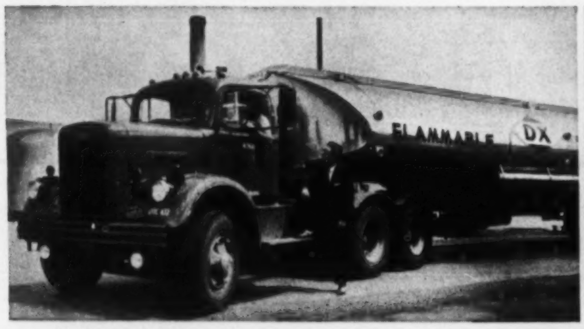
• Meet a man who's always moving. He's Leonard J. "Mac" McCampbell, DX Sunray Tulsa District Manager, who's responsible for the marketing of DX products through outlets, dealers and distributors in a wide area. There are many reasons why your salesmen would like to sell Mac. For example he supervises the service stations in his district literally from the ground up. Here Mac (wearing glasses) and a company real estate expert look over a prospective location for a new DX station. (Construction materials makers: Mac McCampbell is the man who recommends what goes into the stations.)

WELCOME VISITORS!
DX

• A new station needs equipment . . . and plenty of it. Mac checks the station equipment warehouse periodically. Here's where pumps and meters are stored before they're put into service. (Gasoline pump makers: the District Manager often chooses one brand from a list of approved suppliers.)

• A new station opens—and naturally Mac and a City Sales Manager drop in to see how things are going. (Compressor makers: Mac has 250 stations under his jurisdiction; each of them has at least one compressor.)

• Most DX dealers go through the company training program, where they learn how to service both the car and the customer. Naturally, Mac is interested in this. It's also his responsibility. So he talks with the instructor to find out how the fledgling dealers are doing. (Lube equipment makers: will those dealers be using your brand of equipment?)



• To supply its stations in Mac's district, Sunray maintains a fleet of trucks — all of them under Mac's supervision. The transport trucks represent a big capital expenditure. That's why Mac periodically checks with the drivers to see how the trucks are performing. (Note to truck makers: Mac McCampbell makes the buying decision on most trucks in his district, from the small maintenance trucks to the big transports.)

• Most service station managers like to get a car on the hydraulic lift. For it's here that the customer often buys a variety of goods and services. (TBA makers note: there are 250 dealers under Mac's responsibility — these men sell lots of Tires, Batteries and Accessories. Yours could be included.)

• The warehouse also comes in for an inspection from Mac. He's responsible for "the marketing of all petroleum products, including TBA, through outlets, dealers and distributors." That's a big order, but Mac McCampbell moves fast enough to fill it. (Packaging manufacturers: that warehouse is filled with cartons, boxes, cans, drums. Sell the men like Mac . . . the marketing managers . . . and you have it made.)

MAC MCCAMPBELL is typical of the 18,729 marketers—both independent and major-company—who look to NPN for the money-making ideas and information that put them ahead of competition. For fifty years NPN has been the authority on oil marketing. (Advertisers note: naturally, Mac McCampbell subscribes to NPN.) For more information on the oil marketing manager, the market he represents, and how NPN serves it, write for our booklet, "Who decides what equipment and merchandise will be used or sold at service stations?"

NPN
NATIONAL PETROLEUM NEWS:
For Oil Marketing Management
All paid Audited Circulation
A McGraw-Hill Publication
330 West 42nd Street, New York 36, N.Y.

Want to make your grocery sales jump in the Washington, D.C. market?

Do what Washington's most successful grocery advertisers are doing. Build your schedules around The Washington Star—the top newspaper in Washington for grocery advertising. Look at the figures below for convincing proof.

During the first 8 months of 1959 . . .

THE STAR OUTGAINED

Washington's two other newspapers in retail grocery advertising

BY NEARLY 3 TO 1 over same period of 1958

THE WASHINGTON STAR GAINED 185,919 lines and increased to 47.1% of field

The Post-Times Herald . . . . . . gained 64,216 lines and ***dropped*** to 41.9% of field

The Daily News . . . . gained 10,496 lines and ***dropped*** to 11% of field

Because The Star's circulation is concentrated in the sections having the highest median incomes, it produces the most business for Washington's leading chains and independent grocers. It will also produce just as effectively for advertisers out to market new products in this vastly important area or to improve the standing of established lines.

Check with your O'Mara & Ormsbee man
about The Star's
Multiple Page Discounts
on Full ROP COLOR

The Washington Star

EVENING & SUNDAY ☆ WASHINGTON, D.C.

Represented nationally by: O'Mara and Ormsbee, Inc., 342 Madison Avenue, NYC 17; Chicago—Detroit—Los Angeles—San Francisco
Special Florida representative: McAskill, Herman & Daley, Inc., Roosevelt Bldg., 4014 Chase Ave., Miami Beach, Florida.

facturers and three distributors.

Among the subjects touched on by the panel were two food favorites—cooperative advertising and private labels vs. national brands—and a new problem, fraudulent coupon redemption.

T. A. Von der Ahe, Von's Grocery Co., won a round of applause with his charge that current procedures in coupon redemptions "afford illegal operations ample opportunity" and are also breaking down moral values of employes.

Calling it "an insidious type of fraudulent operation," Mr. Von der Ahe said competition has grown so keen that supermarkets are "openly willing to accept coupons at face value in exchange for cash. And that customers now demand that all coupons be accepted—and for cash—under threat of taking their business elsewhere."

Because of this, employe morals are breaking down under the guise of "practices of the trade." He cited the case of an employe who removed 500 15¢ coupons from a recent issue of a national magazine and turned them in to a store cashier for $75 cash.

■ Frank Armour Jr., H. J. Heinz Co., called for a better definition of cooperative advertising. He asked if it were really advertising or whether it also embraced marketing, merchandising and sales.

A. Kohr Sprenkle, American Stores Co., said, "No one has a right to expect to be paid for services that have not been performed," but some manufacturers would rather close their eyes to a poor performance than risk incurring ill will. He asked suppliers to "tell us what you want and how much you're willing to pay" because manufacturers do not have too many items to think about and distributors have hundreds of them.

■ Seconding a statement by H. R. Rasmussen, Jewel Tea Co., that it is dangerous to generalize about private label vs. national brand, John Shafer of Hawaiian Pineapple Co., said each private label possibility must be evaluated separately under the following criteria: Attractiveness, price, profit, traffic-building, advertising, effect on other business, stature in the community.

A national manufacturer is entitled to some premium on his product, depending on how much extra he gives, but if the price differential is too wide, it's obvious that private labels will step in, Mr. Shafer said. Often, more total business can be done on many items by carrying both private labels and national brands, he stated.

■ The food business may expect keener and keener competition from other goods in the 1960s, according to C. Stewart Sheppard, dean of the graduate school of business administration, Cornell University, and therefore "the search for new or improved products, for better distribution channels, and for novel advertising media is, and must continue to be, unending."

The average American family spends approximately 25% of its income on food, making the food distribution industry the largest in the economy, he said, and "if you are to remain in this position of leadership, it is essential that you keep in step with rapid changes taking place in the nature and functioning of the American economy."

Young couples under 30 years will be a dominant element in the 1960s population, he said, and "they will establish their own spending patterns and brand loyalties not on the basis of custom and habit but through freely expressed preferences."

■ Dean Sheppard is conducting an analysis of the FTC inquiry into food marketing which will be published as "A Report on Competition in the Food Distribution Industry." Today he commented that the future growth and urbanization of the American population "means inevitably an increase in the size of food distribution units. Mass markets can be merged only on the basis of mass distribution methods.

"The field of food distribution is only now seeking the various advantages of bigness that have been enjoyed for so many years by industrial counterparts. It is a natural reaction on the part of many people in and out of the government to resist changes in traditional distribution channels. But you cannot stand still if you are to serve the new American economy," he said.

■ NAFC President John A. Logan, in an opening session address, predicted vast growth for the food business in the "soaring sixties" ahead.

"Such growth is likely to be accompanied by countless new—and presently unheard of—food products, still further taxing the shelf space of fantastic new shopping centers, visionary 'supersonic' markets, probably more bantams and superettes for the convenience of the weary suburbanites moving back to the city. Also anticipated within the next decade are electronic equipment and automation devices galore to help meet the demands of a low-cost food distribution system in the face of continuously advancing expenses," he declared. #

'Nation's Business' Names Ohmeis in Detroit

Herbert F. Ohmeis Jr. has been named manager of the Detroit office of *Nation's Business*, succeeding William R. Evans, who has joined *Burroughs Clearing House*. A member of the *Nation's Business* advertising sales staff since 1956, Mr. Ohmeis has been responsible for the southeastern territory.

Good Music Adds Two

KFMM, Tucson, Ariz., a new fm station, and WRFM, New York, have named Good Music Broadcasters their national representative. WRFM had no former representative.

ADVERTISING CIGARETTES
Entire cigarette package features your ad message. Cigarettes imprinted with trade name or ad message.
G. A. GEORGOPULO & CO., Inc.
Cigarette Manufacturers Since 1905
48 Stone St., New York 4

IN DETROIT
YOU KNOW WHERE YOU'RE GOING WITH
WJBK-TV
CBS PROGRAMMING • CHANNEL 2

DETROIT SALES

Sales are UP in booming Detroit

Dept. Store Sales............UP 17%
New Car Sales...............UP 97%
Employment.................UP 9%
Car and Truck Output.......UP 90%
(Sept.'59 vs Sept.'58—Detroit Board of Commerce)

And UP is definitely the word for WJBK-TV viewers

June and July ARB ratings were both 35.2% of audience. August is Up to 36.5%—28% higher than any other Detroit station.

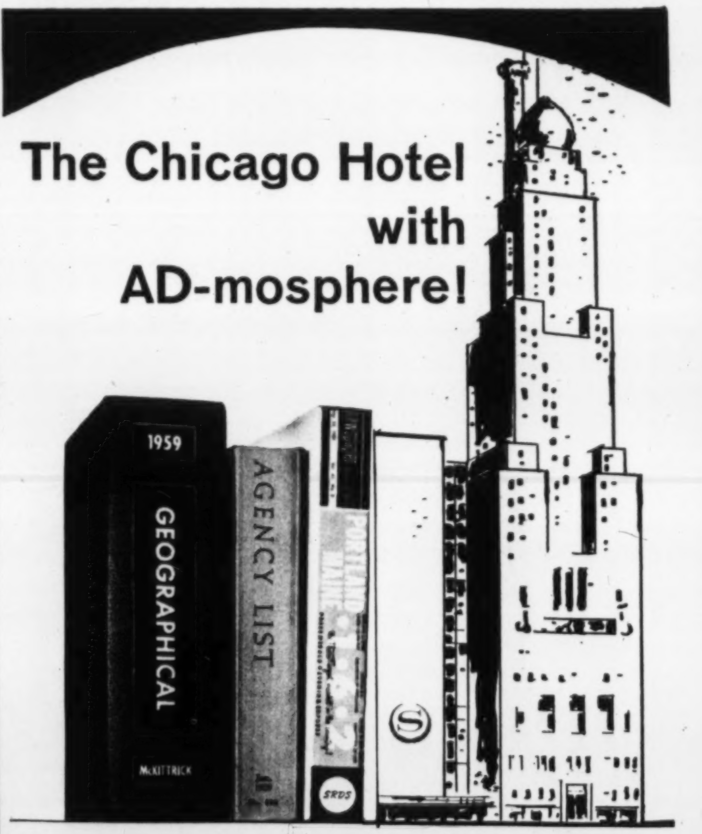
(Second to only one CBS station in the country for audience share in 4-or-more station markets)

You know where your audience and sales are going with WJBK-TV—They're going UP!

a STORER station

CALL KATZ
or
STORER NAT'L SALES OFFICES
625 Madison Ave., N.Y. 22
•
230 N. Michigan Ave.
Chicago 1

The Chicago Hotel with AD-mosphere!



You'll find 752 agencies and related businesses within 5 blocks of the Sheraton Towers. About half our guests are *in* or deal *with* the advertising business. That's why we say you'll like the AD-mosphere. Every room air-conditioned.

SHERATON TOWERS

505 N. MICHIGAN AVE., CHICAGO 11, ILL. • WHitehall 4-4100
Michael T. McGarry, General Manager • Home of The Chicago Press Club

"Love that service...

"Western Union **Telegram-Plus Service** opened everyone's eyes to my sample and my selling message."

Promote your promotion to the fullest! Western Union Telegram-Plus Service will deliver an attention-getting telegram together with your product sample, booklet, printed material, anything . . . to everyone on your list. A two-pronged attack! Simply supply the message, list, and material . . . Western Union will do the rest.

WIRE US COLLECT for complete details. Address: Western Union, Special Services Division, Dept. A-4, New York, N. Y.

ANSWER AMERICA

WILL MAKE YOUR *CLIENT'S* ADVERTISING MORE EFFECTIVE

ANSWER - AMERICA
INC.

Answer America, a network with more than 250 telephone answering exchanges, with offices in the United States, Canada and Mexico, can offer your clients varied services . . . they can maintain branch offices, receive mail and orders, have phone service and listings in telephone directories. Mail can be addressed to each one of the Answer America affiliates and will be sent to the general office for reply or forwarded on to established regional offices. Answer America also can do special services in making telephone surveys, handle mail orders to tie in with local newspaper, radio and T.V. advertising. For complete information, write Answer America.

Executive Office
ANSWER AMERICA, INC. 55 East Washington Street, Chicago, Ill.
RANDOLPH 6-2339
AFFILIATE ANSWER CANADA, LTD.

Networks, Not Advertisers, Should Run TV Shows: 'TV Guide's' Panitt

BEVERLY HILLS, Oct. 20—"There's no more reason for an advertiser to control the program that surrounds his commercials on television than there is for him to control the editorial matter that surrounds his ad in a newspaper or magazine," Merrill Panitt, editor of *TV Guide*, said here today.

Speaking before the Los Angeles chapter of the Academy of Television Arts & Sciences, Mr. Panitt predicted that eventually the U.S. will see the magazine concept of British television take over, with the networks deciding upon all programming and selling spot advertising to sponsors.

Rising costs will not allow the industry to continue the same haphazard method of choosing tv fare, he said. As it now stands, "it is impossible to fix responsibility, to stop the floundering around and fantastic waste of money in pilots, to end the ridiculous practice of filling a creative medium with carbon copies of a few successful shows," the tv magazine editor added.

■ Once the advertisers go back to their own businesses—making soup, soap or whatever—then the networks and producers can buckle down to their business—the entertainment and communication field. At that time, he said, networks and producers can start to fulfill their responsibilities to the public, "without worrying about cost per thousand and early and late buying seasons and product."

Mr. Panitt pointed to the present quiz scandals as evidence that the responsibility for television programming has not been assumed by the proper parties. "We're still reading headlines about quiz scandals," he said. "A few con men with the morals of Pepe le Moko made a fortune by perpetrating a fraud on the American people. Apparently they didn't break any laws except the laws of common decency. But they bamboozled the public, the newspapers—supposedly, their sponsors and networks. They represented their shows as honest contests, then fed answers to some of the contestants. They made fools of all of us.

■ "This was television. Who was responsible? The networks say they didn't know the shows were rigged. The sponsors and agencies say they thought quizzes were honest. The responsibility apparently rested on the shoulders of the con men, who certainly got away with their manipulations for a long, long time. It is possible, then, that in some cases, at least, television's responsibilities, because of the networks' failure to take control, went by default to producers or packagers.

"When a network develops a program, owns half of it or more than half, then sells it to a sponsor, the network is responsible.

"When a talent agency comes up with a package for one of its stars, then sells the show to a sponsor who buys time on a network, the talent agency may be responsible for what goes out over the air.

"When a sponsor buys a show from an independent producer or packager, the sponsor and his agency may be responsible.

■ "So before we can even talk of television's responsibilities, we'd have to try to find out who is responsible for television. And we can't. The reason is that the responsibility for what the viewer sees falls somewhere between the network and the sponsor, somewhere between the packager and the advertising agency.

"Someone has to take hold. I think it has to be the networks. They've got to find the guts, somewhere, to control what's on the air during network time. They've got to stop just talking about balance and totality and do something about it. They've got to encourage creativeness and discourage the wheeling and dealing that characterizes program negotiations," Mr. Panitt said.

■ Mr. Panitt charges that Hollywood has, with a few exceptions, turned out programs which had an entertainment value only and made no attempt to inform. "Is it too eggheady to suggest that some of Hollywood's vaunted creative talent be turned to creating programs that inform as well as entertain?" he asked.

"All the responsibility for television is not on Madison Ave.," he continued. "There is no reason why the news and special events people in New York should have sole responsibility for informing tv audiences. Undoubtedly, it's easier to grind out another western, private eye series or situtation comedy, but there are advertisers who will buy informative shows if they also entertain and can attract audiences," Mr. Panitt said.

■ Mr. Panitt called on the tv industry to reduce the amount of violence in video programs, particularly in those being shown overseas. There has been public reaction against violence merely for the sake of violence, and the Russians have been using U.S. tv fare as a tool of propaganda, saying that Americans are a violent people who want war, Mr. Panitt indicated.

In 1957, there were 27 network shows in which violence played a prominent role, and the following year the number jumped to 39. This season has raised the curtain on some 47 such network series, in addition to many syndicated shows which place heavy emphasis on violence, he said.

Mr. Panitt did end on a hopeful note, however, when he said that plans for 1960 promise a shift from western and private-eye shows to situation comedies, mainly to get away from violence. #

QUANTITY
Photos Sell
BULLS

They couldn't send sample Bulls, so they sent glossy photos. If *you* can't send your product, send a photo.

8 x 10 GLOSSY PHOTOS 9½c EACH (in lots of 100)

QUANTITY Photos will sell for you, because they are QUALITY photos.

8 x 10 GLOSSY PHOTO PRICE LIST

Number	12	25	50	100
Price ea.	20c	15c	12c	9½c

Write for complete Price Catalog
QUANTITY PHOTO CO.
119 W. Hubbard St. • Chicago 10, Ill.

FACTS

For the 37th consecutive year Good Housekeeping is leading its field in advertising pages; for the 22d year in editorial pages*...

Total Advertising Pages

GOOD HOUSEKEEPING	768
Ladies' Home Journal	689
McCall's	485

Source: PIB—JANUARY/AUGUST, 1959

Total Editorial Pages

GOOD HOUSEKEEPING	1,103
Ladies' Home Journal	723
McCall's	805

Source: Lloyd H. Hall Co.—JANUARY/SEPTEMBER, 1959

**Accepted editorial page tabulations were not recorded prior to 1938*

Rate of Circulation Growth

GOOD HOUSEKEEPING	*(1st 6 months)*	1959—4,437,978	
	(1st 6 months)	1955—3,429,796	
		1,008,182	*an increase of 29.4%*
Ladies' Home Journal	*(1st 6 months)*	1959—5,755,317	
	(1st 6 months)	1955—4,817,863	
		937,454	*an increase of 19.5%*
McCall's	*(1st 6 months)*	1959—5,491,572	
	(1st 6 months)	1955—4,522,518	
		969,054	*an increase of 21.4%*

Source: ABC—Publishers' Statements

Total Retail Advertising Tie-in

(All daily newspapers in all U.S. cities of 100,000 or more)

GOOD HOUSEKEEPING	7,171,229 lines
Ladies' Home Journal	74,533 "
McCall's	145,407 "

Source: Advertising Checking Bureau, Inc.—JANUARY/AUGUST, 1959

Total Service Editorial Pages

GOOD HOUSEKEEPING	556
Ladies' Home Journal	245
McCall's	406

Source: Lloyd H. Hall Co.—JAN./SEPT., 1959

Food and Nutrition Editorial Pages

GOOD HOUSEKEEPING	151
Ladies' Home Journal	58
McCall's	105

Source: Lloyd H. Hall Co.—JAN./SEPT., 1959

Wearing Apparel & Accessories Editorial Pages

GOOD HOUSEKEEPING	125
Ladies' Home Journal	71
McCall's	89

Source: Lloyd H. Hall Co.—JAN./SEPT., 1959

Children Editorial Pages

GOOD HOUSEKEEPING	48
Ladies' Home Journal	21
McCall's	26

Source: Lloyd H. Hall Co.—JAN./SEPT., 1959

Health and Medical Science Editorial Pages

GOOD HOUSEKEEPING	34
Ladies' Home Journal	20
McCall's	23

Source: Lloyd H. Hall Co.—JAN./SEPT., 1959

Beauty, Grooming, Toiletries Editorial Pages

GOOD HOUSEKEEPING	43
Ladies' Home Journal	21
McCall's	24

Source: Lloyd H. Hall Co.—JAN./SEPT., 1959

Home Furnishings & Homemaking Editorial Pages

GOOD HOUSEKEEPING	95
Ladies' Home Journal	25
McCall's	74

Source: Lloyd H. Hall Co.—JAN./SEPT., 1959

Fiction and Stories Editorial Pages

GOOD HOUSEKEEPING	256
Ladies' Home Journal	229
McCall's	166

Source: Lloyd H. Hall Co.—JAN./SEPT., 1959

Total Leading Department Stores

(Retail advertising tie-ins from 112 first-line department stores in key U.S. cities for products advertised in magazines)

	No. of ads	*Lineage*
Good Housekeeping	552	236,495
Ladies' Home Journal	13	3,223
McCall's	8	2,470

Source: Advertising Checking Bureau, Inc.
JAN./AUG., 1959

Good Housekeeping

MAGAZINE AND INSTITUTE

REPLACEMENT OR REFUND OF MONEY
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

A HEARST MAGAZINE

YOU CAN REACH THE VITAL

THE BEST WAY TO SELL AMERICA'S TOP BUSINESS MEN

For impact, flexibility and economy you just can't beat the powerful combination of America's three major business-management magazines! Together they deliver your sales message to "The Vital Million", the greatest concentration of purchasing power offered by any magazine field today!

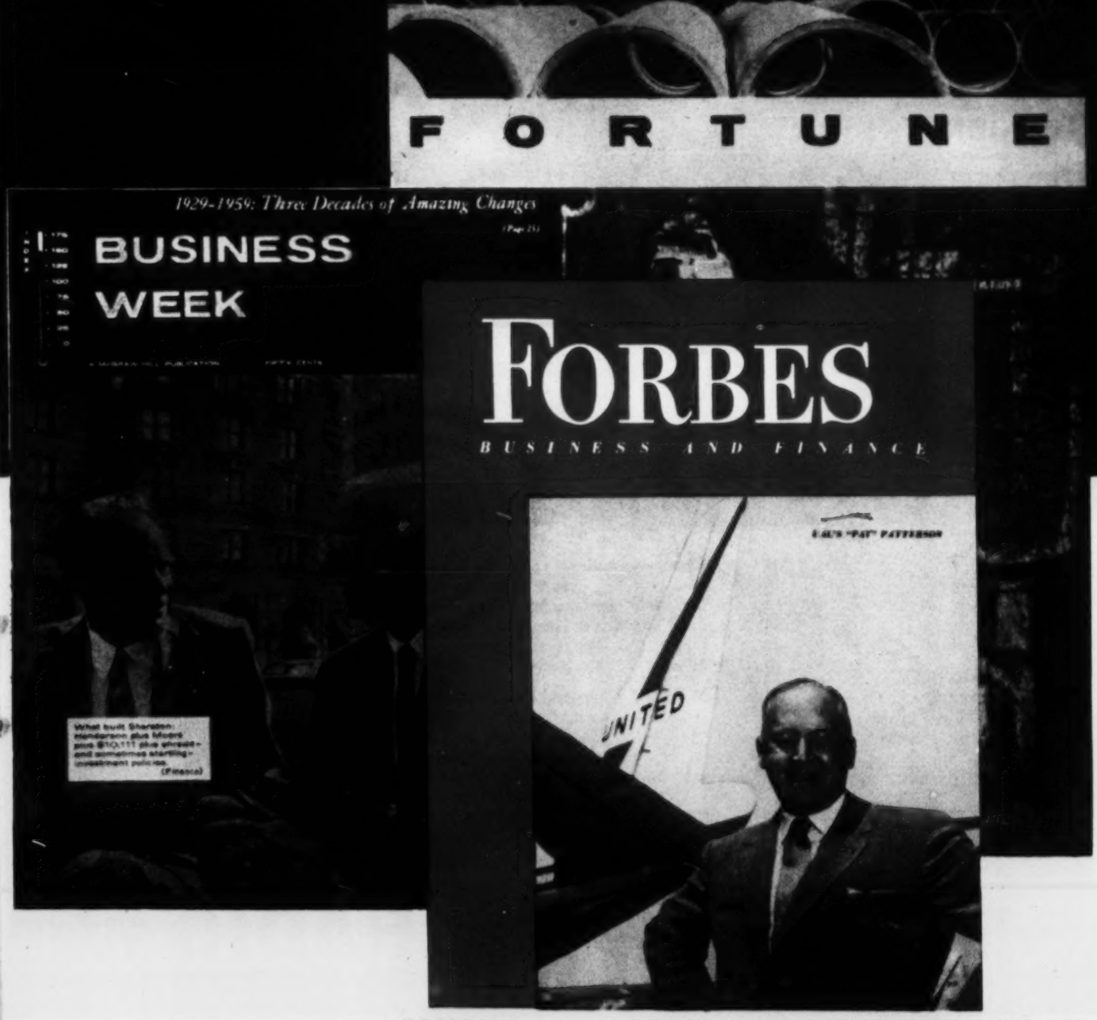
You get powerful impact through uniquely concentrated readership among the top executives, the decision-makers, the men you must reach with your advertising.

You get flexibility throughout the month and year. Forbes is a semi-monthly, Business Week a weekly, Fortune a monthly. Present your sales story with precision-timing. Get the benefit of repeat impressions when you want them.

Best of all, you can reach "The Vital Million" economically. A full page black-and-white in all three magazines costs just a little over $10,000 on a one-time basis—delivers "The Vital Million" at just a penny each!

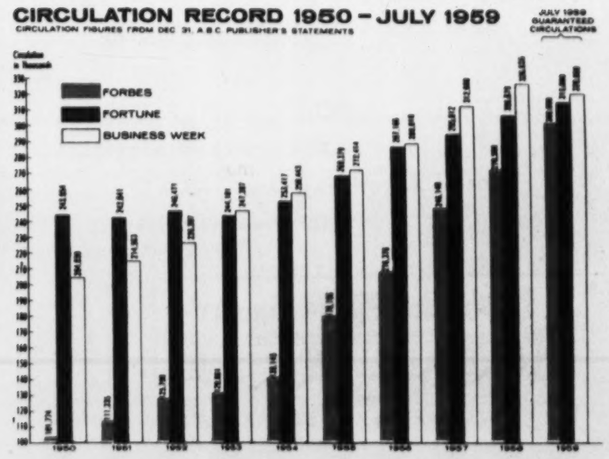
Your best way to sell America's top business men, "The Vital Million", is through the combination of three top business-management magazines—Forbes, Fortune and Business Week. For the full story contact your Forbes representative.

MILLION
for only a penny each!


FORTUNE
1929-1959: Three Decades of Amazing Changes
BUSINESS WEEK
What built Sheraton: Henderson plus Moore plus $10,111 plus shrewd—and sometimes startling—investment policies. (Finance)
FORBES
BUSINESS AND FINANCE
UNITED

CIRCULATION RECORD 1950 – JULY 1959

CIRCULATION FIGURES FROM DEC. 31, A.B.C. PUBLISHER'S STATEMENTS



Forbes Representatives—Chicago: 360 No. Michigan Ave. Cleveland: 562 Hanna Bldg. Dallas: 1416 Commerce St. Los Angeles: The Menne Co., 711 S. Vermont Ave. San Francisco: The Menne Co., 114 Sansome St.

FORBES Magazine • 70 Fifth Avenue • New York 11, N.Y.

Information for Advertisers

• **McGraw-Hill Publishing Co.** has published an eight-page brochure on a "Survey of Foreign Operations of U. S. Industrial Companies, 1959-1960," and has completed publication of the second edition of its "Directory of Services, Marketing & Advertising Aids & Publications." The foreign-operations survey gives actual expenditures for 1957-1958 and planned expenditures through 1960 for Canada, Europe, Latin America and the rest of the commercial world. The directory gives information on all publications and services and marketing and advertising aids and is indexed alphabetically with numerous cross references. Copies of the survey or directory may be obtained from Walter Persson, promotion manager, McGraw-Hill Publishing Co., 330 W. 42nd St., New York 36. #

• **L. A. Darling Co.** has published a visual merchandising equipment manual and catalog, "Visusell," which contains photographs and diagrams showing store tested methods for displaying all types of merchandise on walls, over counters, and floor units. Copies of the 84-page handbook can be obtained from L. A. Darling Co., Dept. 450, Bronson, Mich.

• The **Super Market Institute** has published an "Index to Super Market Articles: 1956 to 1958," which serves as a comprehensive index to 1,300 major articles which have appeared in six leading grocery trade publications between 1956 and 1958. Additional information may be obtained from the institute at 500 N. Dearborn St., Chicago 10.

• The **Television Bureau of Advertising** has published a report on audience composition, "How to Reach People," which shows how television reaches men, women, teens and children in the U.S. The 108-page report, priced at $5, is available from the TvB, 444 Madison Ave., New York 22.

• The **Oakland Tribune** has published a 1959 progress report on the metropolitan Oakland area which includes facts on retail sales and population. Additional information may be obtained from the *Tribune*, Oakland, Cal.

• **Canadian Hotel Review & Restaurant** has published a market data report on "Canadian Public Feeding & Housing Field," which contains information on the number of hotels, motels, hospitals and restaurants, sales, food costs, and maintenance expenditures. Additional information may be obtained from the magazine at 481 University Ave., Toronto.

• The **Screen Process Printing Assn.** has published a 16-page brochure on "How to Prepare Art for Silk Screen Printing," which gives suggestions for preparing layouts and art for the screen process printing. Copies of the brochure are available from the Screen Process Printing Assn., International, 549 W. Randolph St., Chicago 6.

• **Barrington Associates** is offering free of charge its "Executive Time Planner," which shows six months at a glance and is helpful in scheduling trips and commitments far ahead. It is available from Barrington Associates, 230 Park Ave., New York 17.

• **Bruce Payne & Associates** has published a study on the "Brazilian Business Climate; Crisis & Opportunities," which analyzes key industries and pinpoints the currency outlook, legislative restrictions and the industries where short-range and long-range breakthroughs are possible for members of American management interested in developing opportunities abroad. Additional information may be obtained from Bruce Payne & Associates, 600 Fifth Ave., New York 20.

• **Porter Henry & Co.** has published a booklet on "The 16 Toughest Sales Problems & Some Suggested Solutions," which results from a survey conducted by National Sales Executives Inc. in which marketing executives were asked to name their 15 most important current problems and the 15 problems which came up most frequently. Copies are available from Porter Henry & Co., 342 Madison Ave., New York 17.

• **School Management Magazines** has published "School Office Equipment," a new 98-page buyers guide for key school officials which tells how to select school office equipment, where to buy it, and how to use it for best results. Priced at $1, copies are available from the publisher at 22 W. Putnam Ave., Greenwich, Conn.

WNJR
negro radio for
metro **new york**

THERE'S **NEWS**
IN
NASHVILLE
C-I-D

A new Incentive Plan for advertisers who seek
MAXIMUM NEWSPAPER EFFECTIVENESS

CONTINUITY-IMPACT-DISCOUNT PLAN
(effective January 1, 1960)
providing discounts up to 13% based
on current open rates

WHAT IT IS—It's a plan advertisers have asked for—to provide an INCENTIVE FOR CONTINUITY in newspaper advertising. C-I-D offers substantial discounts to advertisers who, by consistent use of newspaper space, can secure real advertising impact and effectiveness. National advertisers can now think in terms of "campaigns" in Nashville, rather than advertising "insertions".

HOW IT WORKS— An advertiser determines the minimum space and the frequency he will use—and signs a contract agreement accordingly. The greater the linage and frequency commitment, the higher the discount. For space above this minimum commitment, the advertiser earns an even higher discount. Daily combination, Sunday ROP and Sunday Magazine may be applied and combined to earn discounts.

FOR COMPLETE INFORMATION
Ask a BRANHAM man — or write:
General Advertising Dept., NEWSPAPER PRINTING CORPORATION
1100 Broadway, Nashville 1, Tennessee

Nashville Banner
PLAN $16 MILLION IN HOMES
THE NASHVILLE TENNESSEAN
MID-STATE GAINS NEW PLANT

Evening
Morning • Sunday
NEWSPAPER PRINTING CORPORATION, Agent
Represented Nationally by THE BRANHAM CO.

Frank Buetel
Brad Johnson
Roger Kent
Roy Carr
Mary Jo Tierney
Jack Huston
Ken Anderson
MAKE A WISH ON THE TWIN CITIES MARKET

These capable radio personalities can make your wish come true. They're in the air all over the Twin Cities market, riding around on 1280 kilocycles. They talk to everyone . . . everyone likes them. They're an "open sesame" to the riches of Minnesota.

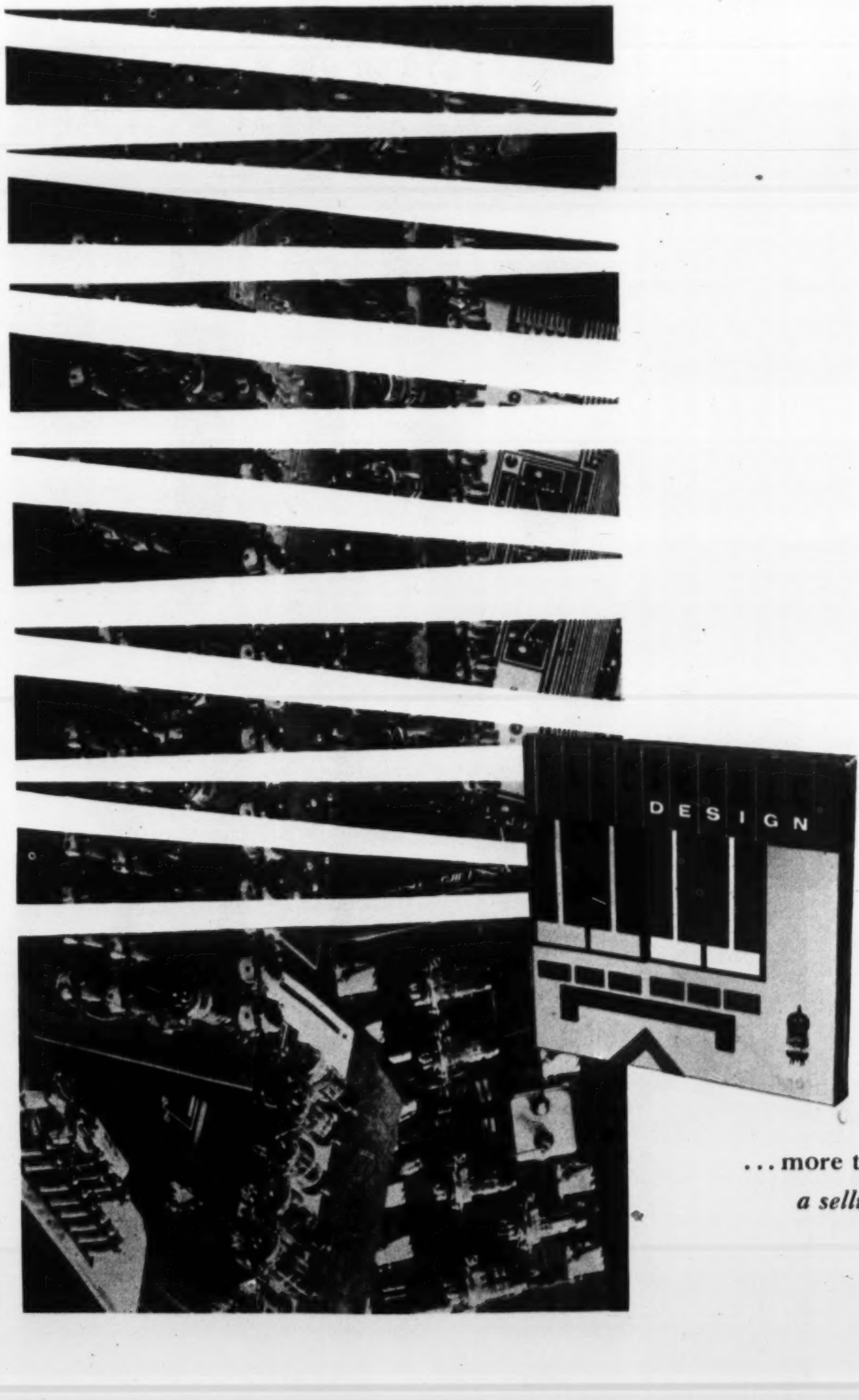
You don't even need a magic lamp. These WTCN genii come when you call. The moment you pick up your phone and call your Katz man, our modern day genii stand ready and able to do your bidding . . . your selling . . . your promoting. Give it a try, today. Make a wish on the Twin Cities market. Then, call your Katz man for availabilities on Twin Cities WTCN Radio. The results will astound you.

WTCN MINNEAPOLIS • ST. PAUL
RADIO AND TV
Affiliate American Broadcasting Network
Represented Nationally by the KATZ Agency

How to Increase Your Share of the Electronic Original Equipment Market

(One of a Series)

Get the order your competitor is after. How? Make more calls, reach more prospects, emphasize your product differences, build your brand recognition. By making your advertising work harder. Where? In the magazine that reaches the same market you're trying to sell. In the magazine that is read by the same people you're trying to reach. The magazine? ELECTRONIC DESIGN.



...more than a magazine
a selling FORCE

Kotex TV Ads Pass Muster in Mexico as Soft-Sell Copy Forestalls Protests

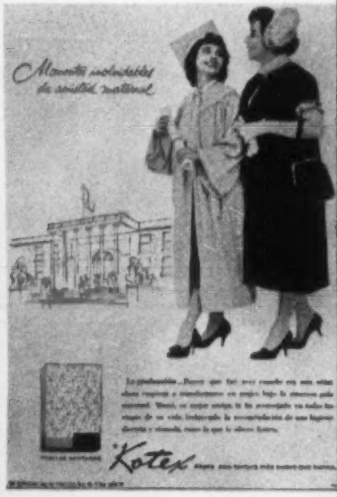
(Continued from Page 3)

vertising, restricted to print media, was of the high-style type common to U.S. advertising. Despite this, we found that sanitary napkins had connotations to Mexican women which were not conducive to sales.

"When we decided to go into television with Kotex," Mr. Greenfader continues, "instead of being objective, we tried to build into the product a feeling of mother and daughter intimacy which would take full advantage of the traditional closeness of Mexican family relationships.

"The first campaign, which ran four months, was tied to a contest theme. We used 1,200- and 600-line newspaper ads in 20 leading Mexican dailies, asking women to title a photograph of a mother and daughter."

■ The copy for this ad read: "Now the modern mother gives her daughter the hygienic education necessary for her security during 'those days.' For this reason, mother passes on to daughter the secret of the comfort and protection that Kotex, the soft and absorbent sanitary napkin, offers."



DELICATE APPROACH—*This print ad for Kotex is an example of the mother-and-daughter approach that Noble Advertising is using in all media, including tv spots in Mexico City and Monterey.*

A mink stole and other prizes down to French perfumes were offered for winning titles to the ad.

"When this print campaign got under way," Mr. Greenfader explains, "we then gingerly entered television. We had no trouble purchasing the time or in gaining approval for the campaign from the Mexican government's communications department.

"The copy also had to be approved by the Mexican government's health department. Approval by both government agencies was based on the fact that the copy offered no unprovable claims for the product and was decent and not offensive."

■ During the four months of the first Kotex campaign, the tv spots ran on two Mexico City stations a total of four times a week "and the client received exactly three complaints."

"We expected considerably more criticism," Mr. Greenfader told AA, "even though the tv promotion was of a soft-sell nature."

During the first campaign and immediately thereafter, the agency's market research department, headed by William Greb, a psychologist, conducted an extensive consumer attitude study during which Mexican women were personally contacted for their opinions on the promotion for Kotex.

"Although this study was not directed specifically to measure the penetration of the tv promotion," Mr. Greenfader explains, "we found that 52% of the women contacted had heard or seen Kotex advertising and that 82% of the opinions were favorable.

"In planning the second campaign, which is now under way," Mr. Greenfader continues, "we decided to remain with television and to continue with the mother-daughter theme."

The current tv Kotex spots thus are prepared with copy which is "in the traditional Spanish warmth" based on special events in a young woman's life, such as "her first high-heel shoes" and "graduation day."

Copy for the shoe spot reads: "She is beginning to become a woman . . . under the guidance of her mother. This maternal guidance includes advice on the comfort Kotex offers." The spot

Quality
is paramount at Laurence
WAbash 2-6284
LAURENCE INC.
Fine Photo Engravers
547 South Clark St., Chicago 5, Ill.

USE "THE MOST
Because here
YOU CAN GET THE MOST
SALES
FORCE

includes a quick shot of the Kotex package.

The graduation scene and the shoe scene have both been adapted from similar print advertising. All the spots are of 30 seconds' duration.

"This," Mr. Greenfader says, "is essentially because Mexican tv stations stack up as many as eight to ten spots between programs and one has to really fight to get the viewers' attention."

■ The current Kotex tv campaign with the "Unforgettable Moments" theme started in August and will continue for five months, alternating on two stations in Mexico City and one in Monterey, with the spots being presented five times a week.

The tv announcer does not mention the word Kotex (announcers, incidentally, are women) but the spot concludes with a product shot which runs four seconds.

"We've had very few complaints," Mr. Greenfader said. "Sales are up, the client is very happy, and all concerned seem to think that our Kotex approach on tv has been on extremely high standards."

Edward Noble

Hal Greenfader

Noble has handled the Kimberly Clark account since May, 1957, and the current billing for the entire line, including Kleenex toilet tissues, approximates $200,000, or 2,500,000 Mexican pesos. The current Kotex portion of the budget is approximately $30,000, spent in tv, newspapers and magazines throughout all of Mexico.

■ The agency was founded in 1948 by Edward J. Noble, whose late uncle E. J. Noble was chairman of the board of Life Savers and one of the major founders of the ABC network.

Mr. Noble and two others started the agency "from scratch" and have since seen it grow to a staff of 100, with 32 clients, some 44 separate brands and billings currently about $4,000,000.

Almost 25% of Noble's billing is on behalf of purely Mexican companies and the client roster includes an even balance between the large American affiliate companies and those which have only Mexican products to sell.

■ "I guess the secret of our success," Mr. Noble told AA, "is the fact that we are a completely independent agency, not a branch of a U.S. agency, and that we have been able to develop an aggressive, individual personality."

There are approximately 40 advertising agencies in Mexico City, including branches of such top U.S. agencies as Foote, Cone & Belding, McCann-Erickson, Kenyon & Eckhardt, Young & Rubicam, D'Arcy, Grant and J. Walter Thompson. #

Bittan Joins Chester Gore

Edward Bittan, formerly with Zlowe Co., has joined Chester Gore Co., New York, as production manager, succeeding Sam Pagliaro, who resigned.

USEFUL ONE" MOST

THE WALL STREET JOURNAL.
What's News—
GE vs. DeBeers
Commodity Letter
Spending on Schools

No matter where,
No matter when,
Executives say:

"THIS ONE IS
THE MOST
USEFUL ONE."

when comparing
all Newspapers
and Magazines.

Here is the medium you can use enthusiastically, knowing that the results will justify major effort on your part. Your advertisement in The Wall Street Journal creates sales-action up and down through the company executive ranks, cuts broadly across industries, stirs the prized interest of men who can, and do, act on behalf of not just one department . . . not just one firm . . . but many. This is impact with dynamic power. And this is the medium key executives everywhere say is "the most useful one." You can use it *most . . . with most confidence.*

Published at:

Eastern Edition	Midwest Edition	Southwest Edition	Pacific Coast Edition
NEW YORK & WASHINGTON, D. C.	CHICAGO	DALLAS	SAN FRANCISCO
44 Broad St. • 1015 14th St., N.W.	711 W. Monroe St.	911 Young St.	1540 Market St.

©Dow Jones & Company, Inc. 1959

---

a prominent farm

equipment manufacturer says:

"Bloomington-Normal Offers a Solid, Well Balanced Economy To New Industry"

There is no farm land in the world to equal the soil found in the Bloomington-Normal area. Yields of up to 200 bushels of corn per acre are not uncommon, and the standard of living among the farmers is unequaled.

In the middle of this rich agricultural area Bloomington-Normal has grown and prospered, with their roots deep in the stable economic structure.

Several large industries such as General Electric and Ralston Purina have found this area ideal for new plants. Others, such as State Farm Insurance, Eureka-Williams Corporation and our own company, Portable Elevator, were born and reared right here in the heart of the corn belt.

I certainly feel that once any corporation has weighed the advantages of Bloomington-Normal, they will find it an excellent spot to include in their expansion programs.

W. A. Matheson
President of
Portable Elevator

it's a fact!

Your advertising in the Pantagraph assures coverage of the 5th largest newspaper market in Illinois. (Excluding Chicago)

Chicago
BLOOMINGTON-NORMAL
St. Louis

THE Pantagraph
BLOOMINGTON-NORMAL ILLINOIS

FULL COLOR
NOW AVAILABLE

Represented by Gilman, Nicoll & Ruthman

LOST OR MISSING:

40% OF THE MEMPHIS MARKET!

by
Bert Ferguson
Exec. Vice-President,
WDIA

Memphis is a *big* market! Yes, it's *America's 10th largest wholesale market!* And, it's true: In the Memphis market you're actually missing 40% of the people unless you use WDIA! And—this is a fact we can prove—only WDIA sells the Memphis Negro buyer!

As America's only 50,000 watt Negro radio station . . . only 50,000 watt station in the Memphis area . . . WDIA has chalked up an outstanding success story. Through a unique combination of exclusive Negro programming, powerful personal appeal and hard-hitting salesmanship our all-Negro entertainment staff commands the Memphis Negro's loyal listenership. What's more, by an active program of public service and civic leadership, WDIA has become an integral part of its listeners' daily lives!

RESULT: WDIA IS MORE THAN JUST A RADIO STATION—IT'S AN ADVERTISING FORCE IN THE MEMPHIS MARKET!

IT'S A BIG MARKET!

Here's why WDIA's fabulous success means high volume sales and profits for you: Within WDIA's listening pattern are 1,528,364, Negroes! The biggest market of its kind in the entire country! They have totaled earnings of $1,018,000.00 per year. And they spend, on the average, 80% of this big income on consumer goods!

Last year, for instance, Negroes bought 47.9% of the sugar sold in Memphis . . . 78.4% of the packaged rice . . . 43.2% of the face powder . . . 38.6% of the bread!

SALES RESPONSIVE!

And before the Memphis Negro buys, he listens—to WDIA! Negro magazine and newspaper readership is low. Television ownership is low, too! And, you cannot reach the Memphis Negro with any other radio station, because he listens first and foremost to WDIA!

Further proof that the Negro listens *and* buys: WDIA consistently carries more local and national advertisers than any other station in Memphis. In the past 10 years, these advertisers have invested $4,396,854.81 on WDIA. That's a lot of money. That's a lot of satisfied advertisers! This year-in, year-out list includes . . . B. C. HEADACHE REMEDY . . . WONDER BREAD . . . PROCTER & GAMBLE . . . CARNATION MILK . . . CAMEL CIGARETTES . . . BRER RABBIT SYRUP . . . FOLGER'S COFFEE.

It all adds up to this . . . in MEMPHIS, IT TAKES WDIA TO SELL THE NEGRO MARKET! That's why, no matter what your budget is for the Memphis Market . . . no matter what other media you're using . . . a big part of every advertising dollar must go to WDIA! Otherwise, you're missing 40% of this big buying market!

Why not write us today for facts and figures in your own field. We'd like to show you how WDIA can be a powerful advertising force for you!

TOP RATED BY ALL AUDIENCE SURVEYS FOR TEN YEARS!

WDIA IS REPRESENTED NATIONALLY BY THE BOLLING COMPANY

EGMONT SONDERLING, President
ARCHIE S. GRINALDS, JR., Sales Manager

National Distillers Sets Ad Bow for Kentucky Colonel

NEW YORK, Oct. 20—National Distillers Products Co. is introducing a new 86-proof straight bourbon whisky called Kentucky Colonel.

The new brand is being marketed on a regional basis in 22 states, eight of which are monopoly states —Alabama, Idaho, Michigan, Montana, Oregon, Virginia, West Virginia, and Wyoming.

Introduced in September in Washington and Baltimore, the new brand is packaged in a high-shouldered square-shaped bottle with aluminum labels in fifths and quarts. Pints and half-pints are in flask shape containers, foil labelled with matching gold caps. Kentucky Colonel sells for between $4.50 and $5 a fifth.

KENTUCKY
COLONEL

It is expected to be introduced in New York shortly after the first of the new year. National distribution is expected to be complete in about six months.

Current advertising is limited to newspapers, point of sale and business papers in areas of distribution, but plans call for use of outdoor in several areas within the next month. When the brand has been placed in national distribution, a national campaign in newspapers, magazines and outdoor will be launched.

Lennen & Newell is the agency. L&N also handles Hill & Hill and Bourbon DeLuxe whiskies and Cinzano French and Italian vermouths for National. #

D'Arcy Adds Town & Country; Names Fortinberry in Houston

Town & Country Shoes, St. Louis, has appointed D'Arcy Advertising, St. Louis, to handle its advertising and promotion campaigns. Ethel Gorman Advertising, New York, formerly handled the account.

Glen W. Fortinberry, formerly assistant to the president of Maxon Inc., Detroit, has joined D'Arcy's Houston office as a vp.

Design Group Elects Black

Mishe Black, London, England, has been named president of the International Council of Societies of Industrial Designers, succeeding Peter Muller-Munk of the U.S. Other new officers are Count Sigvard Bernadotte of Sweden, vp; Pierre Vago of France, vp, and Mrs. Mia Seeger of West Germany, secretary-treasurer. ICSID is comprised of leading industrial design societies from 14 countries.

Fitzgerald Adds 3 Clients

Fitzgerald Advertising, New Orleans, has acquired three new clients: Petroleum Chemicals, New Orleans; Cushman & Wakefield, New York-based rental agent, and the Royal Orleans Hotel, now being built in the city's Vieux Carre section. The agency organized a public relations division Oct. 1 which will handle pr for Petroleum Chemicals and Cushman & Wakefield.

Reeves Pulley to Wellman

Reliance Electric & Engineering Co., Cleveland, has appointed Wellman Co., Cleveland, to handle advertising for Reeves Pulley Co., Columbus, Ind. Caldwell, Larkin & Sidener-Van Riper, Indianapolis, is the previous agency.

Bertsch   Wade   Niederkorn

RESEARCHERS—*Doing a little research for the ninth annual western regional convention of the National Newspaper Promotion Assn. in San Jose earlier this month are Robert Bertsch, Register-Guard, Eugene, Ore., Larry Wade, Press and Enterprise, Riverside, Cal., and Edward Niederkorn, Portland Oregonian.*

Noralyn Plans Paper Mill

Noralyn Paper Mills plans to build a new $40,000,000 paper mill in Baton Rouge, La., to produce newsprint from southern hardwood using the process recently developed by the Herty Foundation Laboratories in Savannah, Ga. The Herty process recently was demonstrated in a run of eight pages in a 40-page edition of the *Savannah Evening Press.*

Tucker to Gray & Rogers

John F. Tucker Jr., formerly industrial copy supervisor of Erwin Wasey, Ruthrauff & Ryan, has joined Gray & Rogers, Philadelphia, as a creative supervisor in the advertising department.

Wausau Motor Names Seitz

Wausau Motor Parts Co., Schofield, Wis., has appointed Ken Seitz & Associates, Milwaukee, as advertising and marketing counsel. Wausau manufactures piston rings and valve seat inserts for automotive, marine and diesel engines.

WEST VIRGINIA
VIRGINIA
NORTH CAROLINA
Washington
Richmond
Charleston
Roanoke
Lynchburg
Petersburg
Charlottesville
Portsmouth
Danville
Greensboro
Durham
Charlotte

when you're buying time in Virginia

DON'T WIND UP WITH ANYTHING LESS THAN **WRVA - RADIO**

VIRGINIA'S LARGEST SINGLE ADVERTISING MEDIUM

The dominant and powerful 50,000 Watt Selling Voice of Virginia's largest single advertising medium—WRVA-RADIO Covers:

take a minute to read these facts:

Retail Sales	54.2%
Food	49.2%
Automotive Sales	52.5%
Gasoline	54.0%
Drug	47.5%

WRVA - RADIO RICHMOND, VIRGINIA NBC

REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

Happy Birth

6,000,000... GOING ON 7

This year, one women's magazine will achieve a circulation of over 6,000,000...Ladies' Home Journal. In the not-too-distant future, a women's magazine will reach 7,000,000. The exact date can't be forecast, but the name of the magazine can... LADIES' HOME JOURNAL

October Pages and Linage in Farm Publications

Current Figures for U. S. and Canadian Publications Reporting to Advertising Age

KEY: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

General Farm Publications

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Oct. 1959	Oct. 1958	Jan.-Oct. 1959	Jan.-Oct. 1958	Oct. 1959	Oct. 1958	Jan.-Oct. 1959	Jan.-Oct. 1958	Oct. 1959	Oct. 1958
§American Agriculturist (sm)	34.7	34.6	295.7	292.6	25,288	25,177	214,402	213,930	22,997	23,129
§Arizona Farmer-Ranchman (bw)	58.9	64.6	582.8	662.6	44,588	48,907	440,612	500,944	43,321	47,625
‡Arkansas Farmer: (mon)										
#Delta Edition	11.6	—	172.3	—	8,762	—	130,283	—	8,108	—
#Western Edition ..	12.4	—	167.8	—	9,348	—	126,891	—	8,714	—
Average 2 Editions ...	12.0	—	170.1	—	9,055	—	128,587	—	8,411	—
§California Farmer: (bw)										
#Northern Edition ..	52.5	43.9	416.3	462.3	36,537	31,876	331,128	360,170	35,605	31,662
#Southern Edition ..	46.4	41.6	391.6	451.7	32,310	30,217	311,710	345,602	31,178	30,003
Average 2 Editions ...	49.4	42.7	403.9	457.0	34,423	31,046	321,419	352,886	33,491	30,832
Capper's Farmer (mon)	36.5	40.8	387.4	492.9	15,671	17,521	166,262	211,478	14,830	16,702
Colorado Rancher & Farmer (sm)	30.3	27.3	367.9	303.9	22,942	20,651	278,401	230,105	20,877	18,852
Dakota Farmer (sm) ...	68.7	66.2	676.1	624.0	53,932	51,963	530,070	489,281	52,126	50,211
†Electricity on the Farm (mon)	12.2	11.4	91.4	81.9	4,210	4,062	31,545	29,244	—	—
Farm & Ranch—Southern Agriculturist: (mon)										
#Southeastern Edition	32.6	34.7	346.2	361.5	13,971	14,873	148,526	155,096	12,690	13,643
#Southwestern Edition	34.9	35.9	352.4	360.5	14,992	15,407	151,183	154,672	13,463	13,822
Average 2 Editions ...	33.5	35.2	348.6	361.1	14,369	15,082	149,562	154,931	12,991	13,713
Farm Journal: (mon)										
#Central Edition	104.9	94.8	858.6	806.2	44,983	40,679	368,348	345,842	43,127	39,365
#Eastern Edition ..	90.2	83.2	771.3	717.2	38,694	35,674	330,885	307,658	36,838	34,360
#Southern Edition ..	80.5	75.2	668.6	645.5	34,546	32,244	286,847	276,926	32,690	30,930
#Western Edition ..	95.5	81.7	822.5	750.9	40,981	35,033	352,853	322,124	39,125	33,719
Average 4 Editions ...	92.8	83.7	780.3	729.9	39,801	35,908	334,733	313,138	37,945	34,594
***Farm Quarterly	—	—	295.5	252.0	—	—	136,521	116,424	41,118	34,141
The Farmer (sm)	80.5	87.5	916.6	884.9	63,129	68,596	718,615	693,797	56,720	62,721
|||Farmer-Stockman: (mon)										
#Oklahoma Edition .	29.2	35.8	325.7	347.0	22,184	15,376	237,735	148,874	18,319	13,711
#Texas Edition	24.3	32.6	274.5	316.4	18,446	13,989	198,435	135,748	15,197	12,610
Average 2 Editions ..	26.7	34.2	299.6	331.7	20,315	14,683	218,085	142,312	16,758	13,161
‡Georgia Farmer: (mon)										
#North Edition	6.4	—	105.4	—	4,875	—	79,681	—	4,415	—
#South Edition	6.4	—	119.7	—	4,875	—	90,542	—	4,415	—
Average 2 Editions ..	6.4	—	119.7	—	4,875	—	90,542	—	4,415	—
‡‡Indiana Farmer (mon)	10.9	12.6	143.4	147.8	8,609	9,879	112,453	117,436	6,350	6,927
Kansas Farmer (sm) ..	42.3	44.6	405.8	386.0	32,128	33,878	308,401	293,334	27,099	29,990
Kentucky Farmer (mon)	13.8	16.8	206.5	208.9	10,800	13,211	161,921	163,828	9,653	11,756
Michigan Farmer	48.7	50.9	592.9	529.2	37,352	39,080	455,331	406,404	31,366	33,627
Minnesota Farmer (mon)	18.3	11.6	164.0	135.5	14,409	9,148	128,974	106,266	13,625	8,756
‡Mississippi Farmer: (mon)										
#Delta Edition	6.1	—	87.2	—	4,637	—	65,982	—	4,094	—
#Eastern Edition ...	5.9	—	81.1	—	4,445	—	61,337	—	3,902	—
Average 2 Editions ..	6.0	—	84.2	—	4,541	—	63,659	—	3,998	—
Missouri Ruralist (sm) .	39.0	48.7	422.2	424.2	29,665	37,033	320,888	322,372	21,800	30,765
Montana Farmer-Stockman (sm)	55.3	56.9	603.9	599.8	41,788	43,047	456,539	453,445	28,068	32,316
Nebraska Farmer (sm) .	95.5	84.8	934.6	857.1	72,188	64,177	707,530	648,443	56,361	54,279
§New England Homestead (sm)	48.2	48.9	281.8	314.6	33,713	34,250	197,292	220,247	25,447	25,163
New Jersey Farm & Garden (mon)	24.0	27.0	309.4	390.4	10,822	12,146	139,298	175,672	9,023	9,522
New Mexico Farm & Ranch (mon)	15.7	18.7	156.7	139.4	11,854	14,137	118,464	105,857	11,735	13,986
Ohio Farmer	58.5	58.7	729.6	627.2	44,939	45,073	560,302	481,735	36,266	37,213
§Pacific Northwest Farm Quad: (sm)										
Idaho Farmer	38.3	35.2	361.7	378.6	29,027	26,578	272,685	286,221	27,562	24,716
Oregon Farmer	33.6	30.8	329.2	350.9	25,386	23,316	248,865	265,288	24,177	21,689
Utah Farmer	39.6	30.1	361.5	362.1	29,945	22,787	273,273	273,729	28,025	20,785
Washington Farmer .	32.5	33.7	337.6	372.4	24,553	25,501	255,263	281,538	23,326	23,912
§Pennsylvania Farmer (sm)	52.4	54.9	481.3	431.3	40,277	42,202	369,624	331,250	36,147	38,793
Prairie Farmer: (sm)										
#Illinois Edition ...	101.7	91.7	1,032.7	946.9	74,055	66,775	751,855	689,407	63,638	56,803
#Indiana Edition ...	98.1	88.7	983.8	919.8	71,421	64,589	716,268	669,667	61,004	54,617
Average 2 Editions ..	99.9	90.2	1,008.3	933.4	72,738	65,682	734,065	679,537	62,321	55,710
Progressive Farmer: (mon)										
#Carolina-Va. Edition	71.5	60.6	738.7	745.5	48,617	41,228	502,333	506,944	46,714	39,392
#Ga.-Ala.-Fla. Edition	68.7	61.9	733.6	756.9	46,742	42,116	498,850	514,713	44,639	40,120
#Ky.-Tenn.-W. Va. Ed.	69.0	60.5	691.7	700.2	46,923	41,125	470,372	476,142	45,209	39,519
#Miss.-La.-Ark. Edition	63.3	57.0	703.3	708.4	43,076	38,727	478,254	481,706	41,179	37,030
#Texas Edition	67.0	63.7	729.8	729.6	45,557	43,330	496,286	496,173	43,192	40,966
Average 5 Editions ..	67.9	60.7	719.4	728.1	46,184	41,305	489,221	495,136	44,187	39,405
††§Rural New-Yorker: (sm)										
New York-New England Edition ..	28.7	24.1	262.7	96.3	21,907	18,912	204,427	75,475	17,760	14,990
Penn.-N.J.-Delmarva Ed.	26.4	21.4	231.6	90.0	20,146	16,766	177,993	70,524	16,259	13,302
Southern Planter (mon)	18.7	19.5	199.1	214.3	13,104	13,679	139,341	150,107	12,721	12,899
Successful Farming (mon)	83.8	80.1	786.3	720.6	37,728	36,049	353,852	324,288	37,192	35,526
Tennessee Farmer & Homemaker (mon) ..	9.1	11.6	149.9	148.4	7,117	9,121	117,553	116,400	6,222	8,185
Wallaces' Farmer (sm) .	106.0	97.6	1,043.1	936.9	83,062	76,538	817,804	734,551	69,782	65,755
*§Weekly Star Farmer: (w)										
#Kansas Edition ...	18.0	14.1	151.1	140.1	44,289	34,139	372,333	345,218	25,077	19,858
#Missouri Edition ..	25.4	14.6	163.9	145.6	62,724	36,201	404,028	359,002	39,027	20,589
#Okla.-Ark. Edition .	15.7	12.0	132.5	123.3	38,769	29,624	326,712	303,889	23,097	18,026
Average 3 Editions ..	19.7	13.6	149.2	136.2	48,594	33,321	367,691	336,036	29,067	19,491
**Western Crops & Farm Management (mon)	15.0	13.8	195.3	199.2	6,450	5,903	84,346	85,445	6,450	5,903
Western Farm Life: (sm)										
#Regular Edition ...	26.7	28.9	213.0	284.2	21,005	22,724	167,001	222,937	12,537	18,156
#Colorado Edition ..	31.8	40.1	288.3	381.2	24,999	31,469	226,083	298,935	16,531	24,984
Average 2 Editions ..	29.3	34.5	250.6	332.8	23,002	27,096	196,542	260,936	14,532	21,570
Wisconsin Agriculturist & Farmer (sm)	73.2	68.5	730.4	662.8	57,368	53,700	567,607	519,663	54,923	50,934
Wyoming Stockman-Farmer (mon)	42.0	41.1	368.7	354.8	32,676	31,066	345,208	308,066	27,103	26,418
Total Group	1,372.5	1,335.2	14,657.5	13,739.1	946,823	909,414	10,162,222	9,329,631	856,968	835,537

§Not included in totals; figures shown are for September issues as October figures were not available as this issue went to press. #Not included in totals. ‡Started publishing sectional editions March 1959 so there will be no 1958 figures. †Changed from 357-line page to 345-line page January 1959. ††Changed from 784-line page to 764-line page July 1959. *Five issues September 1959; four issues September 1958. |||Changed from 428-line page to 760-line page February 1959. **Formerly known as Farm Management. ‡‡Formerly known as Indiana Farmer's Guide. ***Published quarterly in March; June, September and December; cumulative figures shown are for September issue.

Newspaper-Distributed Farm Sections

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Oct. 1959	Oct. 1958	Jan.-Oct. 1959	Jan.-Oct. 1958	Oct. 1959	Oct. 1958	Jan.-Oct. 1959	Jan.-Oct. 1958	Oct. 1959	Oct. 1958
Iowa Farm & Home Register (mon)	18.7	20.6	183.7	192.6	18,770	20,670	183,811	192,610	18,414	20,172
Texas Ranch & Farm (mon)	6.8	8.7	136.4	132.4	6,776	8,666	136,414	132,440	6,566	8,064
Total Group	25.5	29.3	320.1	325.0	25,546	29,336	320,225	325,050	24,980	28,236

Farm Organizations & Education

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Oct. 1959	Oct. 1958	Jan.-Oct. 1959	Jan.-Oct. 1958	Oct. 1959	Oct. 1958	Jan.-Oct. 1959	Jan.-Oct. 1958	Oct. 1959	Oct. 1958
Agricultural Leaders' Digest (mon)	8.1	8.2	79.4	98.2	3,483	3,495	34,227	42,166	2,411	3,495
†Better Farming Methods: (mon)										
#Eastern Edition ...	23.1	—	94.0	—	9,924	—	40,339	—	9,495	—
#Central Edition ...	24.5	—	101.8	—	10,520	—	43,659	—	10,091	—
#Southern Edition ..	22.1	—	87.5	—	9,495	—	37,546	—	9,066	—
#Western Edition ..	22.3	—	87.6	—	9,551	—	37,560	—	9,122	—
Average 4 Editions ..	23.0	16.5	246.6	277.7	9,873	7,079	105,813	119,140	9,444	6,650
California Farm Bureau Monthly (mon)	9.9	12.1	101.9	133.5	7,459	9,135	77,075	100,800	7,011	8,617
Cooperative Digest (mon)	5.5	6.8	74.4	62.1	2,310	2,870	31,565	26,082	2,310	2,870
County Agent & Vo-Ag Teacher (mon)	30.7	27.3	258.8	268.0	13,164	12,108	110,927	115,244	13,164	12,108
§Iowa Farm Bureau Spokesman (w)	44.3	42.4	465.1	451.4	44,964	43,036	471,675	458,057	42,885	40,475
Michigan Farm News (mon)	1.7	2.1	21.6	26.3	4,134	4,869	53,391	62,295	3,654	4,333
Missouri Farmer (mon) .	13.5	15.2	126.6	139.6	5,668	6,370	53,160	58,578	4,789	5,599
National 4-H News (mon)	16.6	17.0	181.4	179.6	6,972	7,133	76,071	75,447	6,972	7,133
Nation's Agriculture (mon)	5.9	7.3	73.0	80.4	2,651	3,285	32,872	36,189	—	—
Ohio Farm Bureau News (mon)	9.6	8.5	103.2	105.4	4,331	5,249	46,770	48,915	—	—
§Washington Grange News: (sm)										
East Edition	11.4	13.7	130.1	122.1	12,316	14,910	141,501	132,694	11,945	14,518
West Edition	10.0	12.9	123.8	119.3	10,892	13,993	134,375	129,529	10,521	13,601
Average 2 Editions ..	10.7	13.3	126.8	120.8	11,604	14,451	137,802	131,105	11,233	14,059
Total Group	124.5	121.0	1,266.9	1,370.8	60,045	61,593	621,871	684,856	49,755	50,805

#Not included in totals. §Not included in totals; figures shown are for September issues as October figures were not available as this issue went to press. †Started publishing sectional editions in July 1959 so there will be no 1958 figures.

Farm Linage Trend

Figures in thousands

	GENERAL FARM PUBLICATIONS	NEWSPAPER-DISTRIBUTED FARM SECTIONS	FARM ORGANIZATIONS & EDUCATION	DAIRY & LIVESTOCK	POULTRY	FRUIT & VEGETABLE	CANADIAN
1959	OCT. 843	OCT. 26	OCT. 60	OCT. 318	OCT. 63	OCT. 52	SEPT. 331
	SEPT. 1,182	SEPT. 37	SEPT. 59	SEPT. 291	SEPT. 48	SEPT. 61	AUG. 178
1958	OCT. 795	OCT. 29	OCT. 62	OCT. 257	OCT. 69	OCT. 59	SEPT. 308

Dairy & Livestock

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Oct. 1959	Oct. 1958	Jan.-Oct. 1959	Jan.-Oct. 1958	Oct. 1959	Oct. 1958	Jan.-Oct. 1959	Jan.-Oct. 1958	Oct. 1959	Oct. 1958
Breeder's Gazette (mon)	22.9	14.8	174.9	150.1	9,844	6,348	75,131	64,397	7,279	5,300
The Cattleman (mon) ..	116.8	81.9	962.1	803.7	49,067	34,406	404,026	337,346	16,125	12,849
§††Corn Belt Farm Dailies: (d)										
Chicago Daily Drovers Journal ...	49.6	50.3	299.8	303.7	106,817	107,055	646,359	646,368	55,186	62,895
Kansas City Daily Drovers Telegram ..	39.6	40.6	291.6	296.0	85,721	86,495	628,612	629,824	50,669	59,232
Omaha Daily Journal-Stockman .	54.0	57.4	331.8	327.2	116,332	107,987	715,436	705,512	77,237	81,180
St. Louis Daily Livestock Reporter .	34.1	32.5	235.0	224.4	73,488	69,283	506,742	477,624	44,797	53,441
§Dairymen's League News (bw)	20.2	16.1	141.7	127.1	14,716	11,695	103,146	92,551	13,751	10,749
Florida Cattleman (mon)	88.1	61.7	744.1	650.1	37,018	25,921	308,495	273,240	21,228	12,583
Hoard's Dairyman (sm)	58.2	60.9	629.9	579.6	42,354	44,358	458,579	421,981	34,250	36,767
Livestock Breeder Journal (mon)	87.3	93.3	686.5	720.1	36,652	39,983	292,110	302,235	2,926	4,312
National Hog Farmer (mon)	26.1	12.1	203.5	117.8	26,492	12,140	206,553	119,535	25,510	11,655
National Live Stock Producer (mon)	17.5	18.5	178.4	144.0	12,757	13,461	129,875	104,809	11,848	12,552
Western Dairy Journal (mon)	63.1	41.8	458.6	392.7	27,091	17,904	196,736	168,085	10,991	9,540
Western Livestock Journal: (mon)										
Mts. & Plains Edition	81.4	58.6	696.3	531.1	34,922	25,147	298,742	227,886	10,954	8,630
Pacific Slope Edition .	93.8	87.7	991.8	970.1	40,248	37,624	425,515	416,229	16,448	15,101
§*†Western Livestock Reporter (w)	37.7	29.1	283.7	305.4	50,669	39,110	374,197	359,451	12,068	7,161
Total Group	655.2	531.3	5,726.1	5,059.3	318,445	257,292	2,795,762	2,435,743	157,559	129,289

†Five issues September 1959; four issues September 1958. *Changed from 1,120-line page to 1,344-line page February 1, 1959. §Not included in totals; figures shown are for September issues as October figures were not available as this issue went to press. ††Changed from 2,128-line page to 2,156-line page September 1959.

Poultry

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Oct. 1959	Oct. 1958	Jan.-Oct. 1959	Jan.-Oct. 1958	Oct. 1959	Oct. 1958	Jan.-Oct. 1959	Jan.-Oct. 1958	Oct. 1959	Oct. 1958
Broiler Growing (mon) ..	37.1	35.3	331.8	352.2	15,935	15,146	142,329	151,100	12,751	11,678
Everybodys Poultry Magazine (mon)	26.0	30.7	295.0	289.2	11,152	13,172	126,581	124,047	7,787	8,283
§†Georgia Poultry Times (w)	33.0	28.7	294.4	276.9	35,252	30,590	272,250	235,938	32,452	27,588
§The Poultryman: (w)										
Dixie Edition	12.0	11.7	136.5	143.7	12,962	12,711	148,140	155,925	6,826	7,564
National Edition	11.2	13.0	130.0	137.9	12,143	14,020	141,027	149,627	6,238	7,564
New England Edition .	15.2	14.6	169.3	166.9	16,494	15,865	183,684	181,122	9,588	10,088
New Jersey Edition ..	24.4	21.1	211.4	236.4	26,445	22,847	229,436	256,461	18,476	14,593
Poultry Tribune: (mon)										
#Eastern Edition ...	33.1	39.1	381.0	363.0	14,215	16,753	163,437	155,745	10,607	9,974
#Midwest Edition ..	34.3	36.9	374.8	353.1	14,695	15,819	160,768	151,496	10,267	9,783
#Pacific Edition	43.1	43.0	469.2	422.6	18,509	18,446	201,288	181,303	13,102	10,082
#Southeast Edition ..	33.4	43.0	428.5	398.9	14,332	18,454	183,839	171,128	10,473	11,318
#Southwest Edition .	29.8	38.2	382.6	365.1	12,776	16,407	164,141	156,645	9,144	9,442
Average 5 Editions ..	34.7	40.0	407.2	380.6	14,905	17,176	174,693	163,264	10,718	10,120
Turkey World (mon) ..	48.4	54.9	448.8	449.4	20,772	23,546	192,534	192,809	8,745	10,897
Total Group	146.2	160.9	1,482.8	1,471.4	62,764	69,040	636,137	631,220	40,001	40,978

§Not included in totals; figures shown are for September issues as October figures were not available as this issue went to press. #Not included in totals. †Five issues September 1959; four issues September 1958.

Fruit & Vegetable

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Oct. 1959	Oct. 1958	Jan.-Oct. 1959	Jan.-Oct. 1958	Oct. 1959	Oct. 1958	Jan.-Oct. 1959	Jan.-Oct. 1958	Oct. 1959	Oct. 1958
American Fruit Grower (mon)	13.8	15.0	291.6	313.3	5,945	6,462	125,972	135,326	5,624	6,181
American Vegetable Grower (mon)	12.0	17.3	297.6	277.9	5,279	7,492	128,571	120,043	5,056	7,281
California Citrograph (mon)	22.6	20.8	209.6	209.8	15,204	14,000	140,870	141,204	14,924	13,720
Florida Grower & Rancher (mon)	29.1	35.1	260.1	276.4	19,853	23,915	176,898	187,990	18,753	22,394
Vegetable Growers Messenger (bm)	14.0	16.3	49.2	41.9	5,880	6,846	24,914	17,598	—	—
Western Fruit Grower (mon)	19.3	14.2	270.9	283.9	8,106	5,964	113,778	119,238	—	—
Total Group	110.8	118.7	1,379.0	1,403.2	60,267	64,679	711,003	721,399	44,357	49,576

Canadian (September)

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Sept. 1959	Sept. 1958	Jan.-Sept. 1959	Jan.-Sept. 1958	Sept. 1959	Sept. 1958	Jan.-Sept. 1959	Jan.-Sept. 1958	Sept. 1959	Sept. 1958
Country Guide (mon) ..	38.9	37.3	357.6	338.1	28,031	26,887	257,534	243,442	——	——
Family Herald (w)	78.3	76.6	675.0	660.4	76,390	74,746	658,189	643,908	56,591	55,869
Farmer's Advocate & Canadian Countryman (sm) ...	41.5	42.8	386.2	388.2	29,033	29,939	270,343	271,736	21,602	21,153
†Free Press Prairie Farmer (w)	97.5	77.1	78.9	76.4	112,189	88,757	1,587,600	1,482,600	——	——
Le Bulletin des Agriculteurs (mon) ..	54.0	50.2	474.1	473.3	37,761	35,173	331,908	331,309	37,761	35,173
Western Producer (w) ..	44.3	48.6	543.1	509.0	47,413	52,049	581,343	544,738	26,745	33,304
Total Group	354.5	332.6	2,514.9	2,445.4	330,817	307,551	3,686,917	3,517,733	142,699	145,499

‡Five issues September 1959; four issues September 1958.

American Heritage Refuses Ads, but Livens Own Profits with $2,500,000 Promotion

NEW YORK, Sept. 20—Ad-less "American Heritage," which started out five years ago with a big $64,000 question (the amount the backers put up to launch it), came up with an answer in a special anniversary supplement earlier this week in the *New York Times*.

The answer—in a word—is success.

In an article in the 16-page supplement, published in the *Times'* Oct. 18 issue, "American Heritage" writer Allan Nevins recalled the early days of the magazine.

"The American Heritage Publishing Co. was formed in the summer of 1954," writes Mr. Nevins. "And that December the first 'American Heritage' appeared in the unprecedented format of a lavishly illustrated magazine in book covers, without advertising, at $2.95 a copy—steep for a magazine, though modest by the standards of the book field.

■ "Naturally," Mr. Nevins continued, "normal financing on such a basis was well-nigh impossible, and American Heritage Publishing Co. began with only $64,000. A fearful risk—but how wrong all the skeptics turned out to be. The minimum allowable circulation was set at about 60,000 copies. The first issue, with a print order of 80,000, soared above that mark and soon became a collector's item. The verdict of the critics has been more than gratifying; and the subscription list now totals more than 300,000."

■ As Mr. Nevins tells it, the magazine's climb over the past five years seemed to be without the usual crisis attendant with fledgling publishing ventures. This was not exactly the case, according to James Parton, publisher and one of the original guiding spirits of the project (along with fellow journalists Joseph J. Thorndike Jr. and Oliver Jensen).

At one point along the way, Mr. Parton told ADVERTISING AGE this week, the magazine's original capital of $64,000 was stretched thin as the seat of an editor's pants.

"But our book has one very unique characteristic," said Mr. Parton, "and that was people paid for it in advance. We took the initial $64,000 and put virtually all of it into direct mail, offering charter subscriptions at ten bucks a crack. We immediately got 80,000 subscriptions along with $800,000, and we ran the company on that for the first year. It wasn't that easy, though, because at one point there we were down to the bottom of the barrel, with only $8,000 in the till."

■ But by the time Mr. Parton started scraping the barrel's bottom, the magazine caught on and subscriptions and money started pouring in, ending the magazine's financial problems before they really began.

Today, American Heritage Publishing Co. puts out two magazines—"American Heritage" and "Horizon"—and operates a profitable book division. And while the company spends about $2,500,000 a year advertising and promoting its own products, it intends to maintain its ban against accepting ads in its own books.

■ According to Mr. Parton, "American Heritage" has some very logical reasons for keeping its pages adless.

"When we first started publishing we knew very well we wouldn't be able to get ads—we were a new book with a new format and compared to these big circulation magazines, our 300,000 circulation was not very interesting to advertisers or agencies. In addition, advertising by its nature is transitory and our magazines are designed to be placed on the reader's library shelf. So when a reader takes one down a year from now, the magazine is still interesting but the ads aren't." #

General Mills Sets New Push in Magazines for Flatware

General Mills is running an ad campaign in the November issues of ten magazines for Twin Star solid stainless steel flatware. The two-color ads appear in *Better Homes & Gardens, Everywoman's Family Circle, Good Housekeeping, Ladies' Home Journal, McCall's, Reader's Digest, Successful Farming, True Story, TV Guide* and *Woman's Day*. Included in the ad is a special $2 offer on a five-piece place setting of Twin Star, labeled a "regular $4.95 value." No coupons are required for this offer.

More than 50 General Mills products carry coupons redeemable on Twin Star and other items included in the Betty Crocker coupon plan. Batten, Barton, Durstine & Osborn, Minneapolis, is handling the campaign.

Jaqua Adds Two Accounts

National Twist Drill & Tool Co. and its division, Winter Bros. Co., both of Rochester, Mich., have named Jaqua Co., Detroit, to handle their advertising. Holden, Chapin, LaRue, Detroit, is the previous agency of record for National Twist Drill & Tool.

Grant Webb Gets 'Finance'; Baltrano Buys Part of KNOG

Finance, Chicago, has appointed Grant Webb & Co., New York, its advertising representative. Robert F. Baltrano, advertising manager of *Finance*, has purchased an interest in KNOG, Nogales, Ariz.

WISCONSIN
Agricu

"NATURALLY
I LIKE TO SEE ADS
FOR MY CAKE MIXES
IN ANY MAGAZINE,
BUT MY 1st
CHOICE IS
WISCONSIN AGRICULTURIST"

He manages a supermarket in rural Wisconsin. More of his customers read Wisconsin Agriculturist than any other publication. In fact, on farms, Wisconsin Agriculturist outcirculates the highest general consumer magazine by 3 to 1.

Wisconsin Agriculturist is the one way to cover rural Wisconsin—the state's second largest mass market—with *one* publication.

No wonder Wisconsin Agriculturist is the 1ST choice of all types of businessmen—in rural Wisconsin.

Whatever your product, remember:
In rural Wisconsin,
Wisconsin Agriculturist is your 1ST choice, too.

AMERICA'S DAIRYLAND
WISCONSIN
Agriculturist
SERVING WISCONSIN FARM FAMILIES 110 YEARS
1125 Sixth Street, Racine, Wisconsin

Member of
MIDWEST FARM PAPER UNIT
35 E. Wacker Drive, Chicago 3
250 Park Avenue, New York 17

West Coast Representative
Townsend, Millsap & Co.
110 Sutter St., San Francisco 4
159 S. Vermont, Los Angeles 4

STATE and LOCAL FARM PAPERS

REAP
MORE
SALES FROM YOUR ADVERTISING DOLLAR
in FRENCH CANADA through CONCENTRATION in LA PRESSE

✓ Largest Circulation and Best Distribution.
✓ Most Influential French Newspaper in Quebec Province.
✓ Lowest Milline Rate.

LA PRESSE
HEAD OFFICE: MONTREAL, CANADA U.S. REPRESENTATIVES: SHANNON & ASSOCIATES INC.
THE GREATEST SELLING FORCE IN FRENCH CANADA

Simoniz Names Cluck

Donald E. Cluck has been appointed director of specialty and development sales for the products division of the Simoniz Co., Chicago. Mr. Cluck was formerly director of sales of the products division.

Home Builder Names Liller

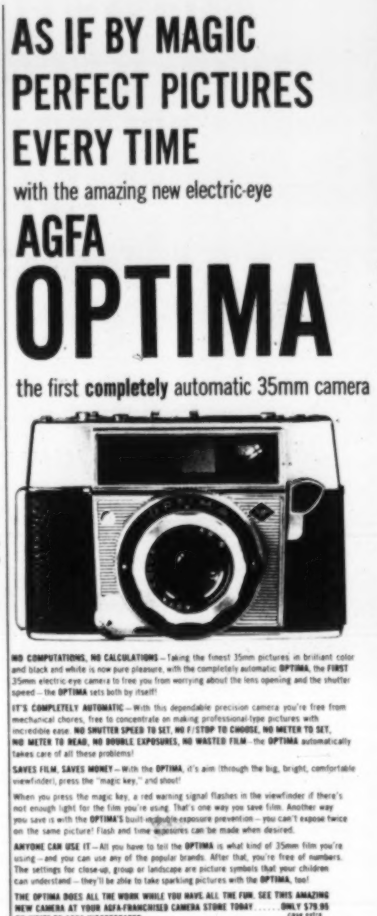
Outdoor Development Co., Augusta, Ga., builder of shell homes, has selected Liller, Neal, Battle & Lindsey, Atlanta, to handle its advertising.

'Newsweek' Boosts Ferguson

Newsweek has named Howard Ferguson to its Philadelphia sales staff. Mr. Ferguson has been participating in the magazine's sales training program since 1958.

'Economics' Names Devers

Jerome J. Devers has been appointed eastern sales manager, special accounts, for *What's New in Home Economics.*



AS IF BY MAGIC
PERFECT PICTURES
EVERY TIME
with the amazing new electric-eye
AGFA
OPTIMA
the first **completely** automatic 35mm camera

NO COMPUTATIONS, NO CALCULATIONS—Taking the finest 35mm pictures in brilliant color and black and white is now pure pleasure, with the completely automatic **OPTIMA**, the **FIRST** 35mm electric-eye camera to free you from worrying about the lens opening and the shutter speed—the **OPTIMA** sets both by itself!

IT'S COMPLETELY AUTOMATIC—With this dependable precision camera you're free from mechanical chores, free to concentrate on making professional-type pictures with incredible ease. **NO SHUTTER SPEED TO SET, NO F/STOP TO CHOOSE, NO METER TO SET, NO METER TO READ, NO DOUBLE EXPOSURES, NO WASTED FILM**—the **OPTIMA** automatically takes care of all these problems!

SAVES FILM, SAVES MONEY—With the **OPTIMA**, it's aim (through the big, bright, comfortable viewfinder), press the "magic key," and shoot!

When you press the magic key, a red warning signal flashes in the viewfinder if there's not enough light for the film you're using. That's one way you save film. Another way you save is with the **OPTIMA'S** built-in double-exposure prevention—you can't expose twice on the same picture! Flash and time exposures can be made when desired.

ANYONE CAN USE IT—All you have to tell the **OPTIMA** is what kind of 35mm film you're using—and you can use any of the popular brands. After that, you're free of numbers. The settings for close-up, group or landscape are picture symbols that your children can understand—they'll be able to take sparkling pictures with the **OPTIMA**, too!

THE OPTIMA DOES ALL THE WORK WHILE YOU HAVE ALL THE FUN. SEE THIS AMAZING NEW CAMERA AT YOUR AGFA-FRANCHISED CAMERA STORE TODAY......ONLY $79.95
case extra
OR WRITE TO AGFA INCORPORATED

Agfa
AGFA INCORPORATED 516 West 34th Street, New York 1, N.Y.
MADE IN WEST GERMANY

FOR OPTIMISTS—*Ads like this by Agfa Inc., New York, introduce the West German Optima camera in Holiday in October. L. W. Frohlich, New York, is the agency.*

20 Advertisers Sign for 3rd Edition of 'Baby & Child Care'

Twenty advertisers have reserved space for the third edition of Dr. Spock's *Baby & Child Care*, published by Pocket Books, New York. The third edition will be distributed during the first half of 1960 with a guaranteed circulation of 500,000. An advertising section, containing four-color, two-color and b&w pages, was first bound into the Dr. Spock books during the first half of 1959.

Twin Disc Boosts Two

Twin Disc Clutch Co., Racine, Wis., has named E. B. Falk director of advertising and public relations and Robert Smith public relations manager. Mr. Falk was formerly manager of advertising and sales promotion. Mr. Smith recently rejoined Twin Disc after serving four years as public relations director of Mutation Mink Breeders Assn.

Metropolitan Dallas
is BIG!

Population passed the magic million mark with the addition of three counties to the Dallas Standard Metropolitan Area!

...but...

MARKET DALLAS
IS BIGGER!

With over 3½ million people, Market Dallas is Texas' largest, richest market area!

...and only THE DALLAS NEWS is big enough to sell both!

- with 60.1% larger circulation than Dallas' second newspaper in the three added counties
- and the singular ability to reach non-resident customers throughout the bigger, surrounding Market Dallas whose buying accounts for 21.5% of the Metropolitan Area's retail sales!

SM, May 10, 1959; ABC Audits, Mar. 31, 1959

THE DALLAS MORNING
NEWS
TEXAS' LARGEST NEWSPAPER
... LOWEST MILLINE RATE!

Represented Nationally by CRESMER & WOODWARD, INC.
New York • Chicago • Detroit • Atlanta • Los Angeles • San Francisco

To Buy or Not
TO BUY
in Contests?

Should contestants be required to enclose proof of purchase in entering a contest? The answer depends upon the specific contest and its objectives. Our experience with the different variations of the purchase requirement can help you in planning. Call our Contest Division.

Bruce, Richards
CORPORATION
CONTEST MANAGEMENT
AND JUDGING
104 E. 25th St., N.Y. 10 • OR 7-4600
(In Chicago: Dial 211 and Ask Operator for Enterprise 4531)

LIFE fits Munsingwear perfectly

"Medium is our best selling size and LIFE our best selling medium," says Vice President Aldrich.

Munsingwear started out in LIFE back in 1939. A consistent advertiser ever since, Munsingwear is today one of the leading makers of underwear, sportswear, sleepwear and hosiery for the entire family.

In the words of C. Morgan Aldrich, Vice President in charge of the Men's and Boys' Division of Munsingwear: "Last year our sales were ahead despite an industry-wide decline.

"We know for sure that LIFE was one of the contributing factors. So in 1960, our advertising in LIFE will be substantially increased.

"Our products are purchased by women as frequently as they are by men. To reach both, the built-in family appeal of LIFE forms an excellent showcase for the Munsingwear family of products."

The readers Munsingwear reaches in LIFE . . . the readers who make a well-known brand out of an unknown brand . . . the readers who are ever receptive to new products and ideas . . . those are the readers worth selling.

Why not sell them in the pages of LIFE yourself?

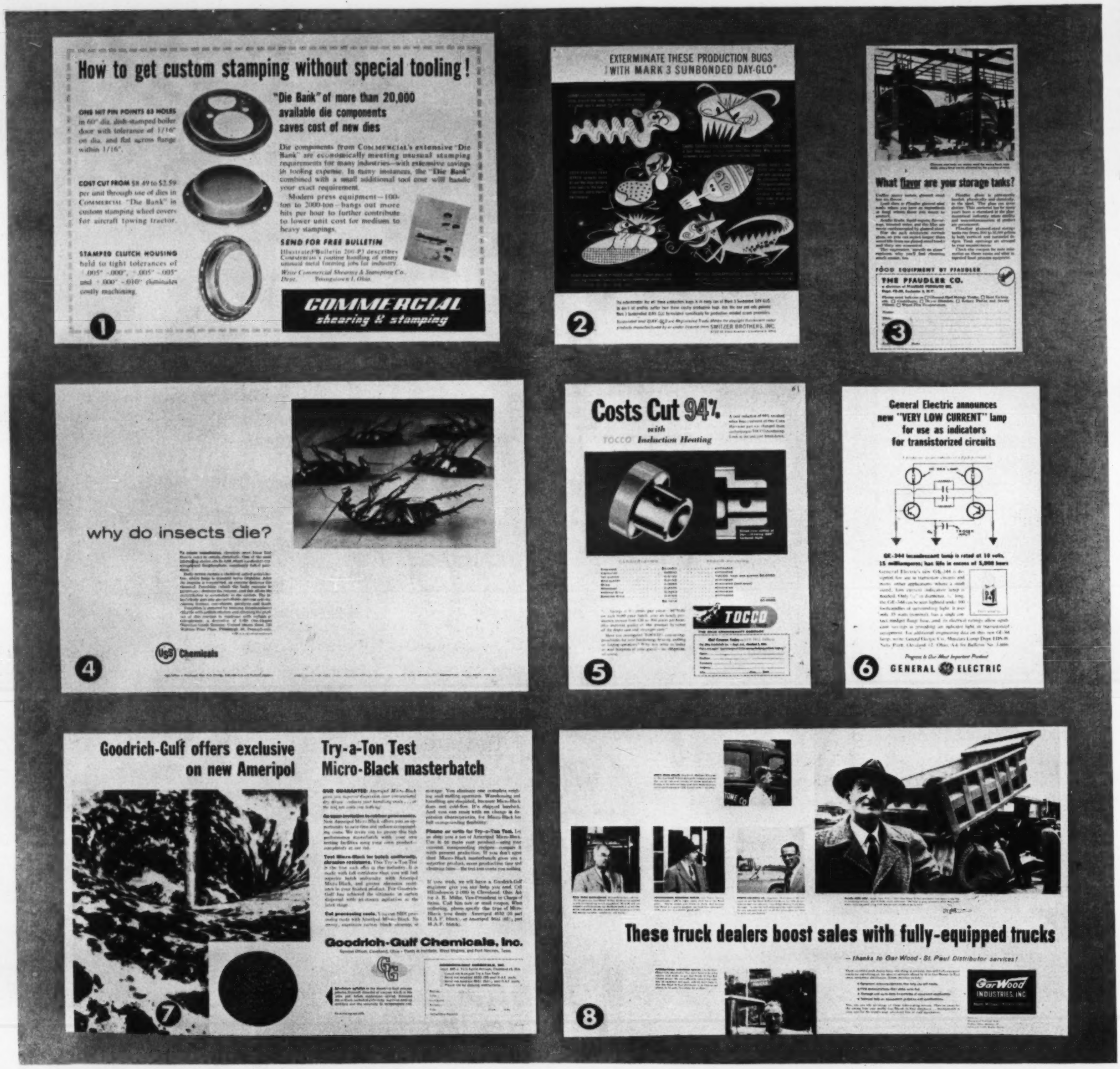
APPAREL, FOOTWEAR & ACCESSORIES

MAGAZINE	ADV. REVENUE
LIFE	$4,645,050
Vogue	2,288,866
Seventeen	2,237,095
Mademoiselle	1,602,265
Good Housekeeping	1,537,328

Source: PIB (Jan.-Aug., 1959)

BUS STOP
LIFE

Effectiveness is a fact of LIFE



How to get custom stamping without special tooling!

ONE HIT PIN POINTS 63 HOLES in 60" dia. dish-stamped boiler door with tolerance of 1/16" on dia. and flat across flange within 1/16".

COST CUT FROM $8.49 to $2.59 per unit through use of dies in COMMERCIAL "Die Bank" in custom stamping wheel covers for aircraft towing tractor.

STAMPED CLUTCH HOUSING held to tight tolerances of +.005" -.000", +.005" -.005" and +.000" -.010" eliminates costly machining.

"Die Bank" of more than 20,000 available die components saves cost of new dies

Die components from COMMERCIAL's extensive "Die Bank" are economically meeting unusual stamping requirements for many industries—with extensive savings in tooling expense. In many instances, the "Die Bank" combined with a small additional tool cost will handle your exact requirement.

Modern press equipment—100-ton to 2000-ton—bangs out more hits per hour to further contribute to lower unit cost for medium to heavy stampings.

SEND FOR FREE BULLETIN

Illustrated Bulletin 200-P3 describes COMMERCIAL's routine handling of many unusual metal forming jobs for industry.

Write Commercial Shearing & Stamping Co., Dept. Youngstown 1, Ohio.

COMMERCIAL shearing & stamping

1

EXTERMINATE THESE PRODUCTION BUGS WITH MARK 3 SUNBONDED DAY-GLO

SWITZER BROTHERS, INC.

2

What flavor are your storage tanks?

FOOD EQUIPMENT BY PFAUDLER

THE PFAUDLER CO.

3

why do insects die?

USS Chemicals

4

Costs Cut 94%

with TOCCO *Induction Heating*

TOCCO

5

General Electric announces new "VERY LOW CURRENT" lamp for use as indicators for transistorized circuits

GE-344 incandescent lamp is rated at 10 volts, 15 milliamperes; has life in excess of 5,000 hours

Progress Is Our Most Important Product

GENERAL ELECTRIC

6

Goodrich-Gulf offers exclusive on new Ameripol

Try-a-Ton Test Micro-Black masterbatch

Goodrich-Gulf Chemicals, Inc.

7

These truck dealers boost sales with fully-equipped trucks

—thanks to Gar Wood - St. Paul Distributor services!

GarWood INDUSTRIES, INC.

8

T.F. CLUB WINNERS—*These are the eight top winning ads in the Cleveland t.f. Club's annual awards of excellence in five divisions (AA, Aug. 31). Company, advertising manager, agency and account executive were cited in each award. Here they are, in that order:*

1. Division 4—Inquiry. Commercial Shearing & Stamping Co., Youngstown, O. Howard S. Thompson, G. M. Basford Co., Edward S. Banasik.

2. Division 5—Product Feature. Switzer Bros., Cleveland. Gordon Russell, McCann-Erickson, Paul I. Coble.

3. Division 5—Product Feature. Pfaudler Co., Rochester, N.Y. D.C. Doyle, Rumrill Co., Bruce W. Jones.

4. Division 1—Institutional. U.S. Steel, Pittsburgh. Eugene Boyce, Batten, Barton, Durstine & Osborn, Bill Lusher.

5. Division 4—Inquiry. Tocco division, Ohio Crankshaft Co., Cleveland. W. E. Benninghoff, Carr Liggett Advertising, John F. Wilson.

6. Division 1—Institutional. Miniature lamp department, General Electric, Cleveland. F. F. Schuhle, BBDO, C. K. Patrick.

7. Division 3—Introductory. Goodrich-Gulf Chemicals Inc., Cleveland. William L. Solt, Ketchum, MacLeod & Grove, Charles E. Van Voorhis.

8. Division 2—Testimonial. Gar Wood Industries, Wayne, Mich. Ralph W. Zahniser, Meldrum & Fewsmith, Edwin H. Mammen Jr.

H-A Hair Arranger, Kemper Insurance Buy NBC-TV Shows

H-A hair arranger, manufactured by Boyer International Labs., Chicago, has signed as alternate-week sponsor of NBC-TV's "Troubleshooters," a half-hour series shown Fridays at 8 p.m., EDT. The order was placed through R. Jack Scott Inc., Chicago.

Kemper Insurance Co., which originally signed for alternate-week sponsorship of NBC-TV's new show, "Time: Present—Chet Huntley Reporting," has increased its buy to full sponsorship for 26 weeks. The half-hour program, presented Sundays, 5:30 p.m., EDT, will carry a full-length news feature each week in addition to spot news coverage. When a major weekend news story occurs, spot coverage will be expanded to fill the entire show. The Kemper buy was made through John W. Shaw Advertising, Chicago.

Jell-O Pushes Pumpkin Pie

The Jell-O division of General Foods Corp., White Plains, N.Y., during the holidays will promote a Pumpkin dream pie made of Jell-O Instant vanilla pudding, Dream Whip and canned pumpkin. Eight magazines and in-store display materials will be used. Color pages will run in November issues of *American Home, Everywoman's Family Circle, Good Housekeeping, Ladies' Home Journal, McCall's, Parents' Magazine* and *Redbook,* plus the December issue of *True Story*. Recipe pads, a display backer and newspaper ad mats in two sizes are available to stores. Young & Rubicam, New York, is the agency.

Meyers Adds 1, Boosts 3

Edward M. Meyers Associates, New York, has been appointed to handle advertising for Bates Shoe Co., Webster, Mass., effective Dec. 1. North Advertising is the present agency. Meyers also has promoted Leon Kafka from account supervisor to vp in charge of public relations. Betty Gardner, formerly an account executive, has been named account supervisor and copy chief, and Patricia Davis, formerly executive assistant, has been named media head.

Litho Competition Open

The 10th anniversary Lithographic Awards Competition & Exhibit has been announced by the Lithographers & Printers National Assn., 597 Fifth Ave., New York. A total of 306 awards in 51 categories will be made. Deadline for entries is Jan. 18, 1960.

Business Paper Ads Need Top-Flight Preparation, Cleveland t.f.ers Told

CLEVELAND, Oct. 20—Every business paper advertisement "needs top-flight preparation," said Herbert W. Cooper, president of Meldrum & Fewsmith, in a talk at the t.f. Club here.

"There can be no sloppy writing, no flirting with facts," he said. "Every advertisement must be carefully directed to the interests of the audience of a particular publication.

"The facts must be completely researched, the presentation must be clear and concise," Mr. Cooper reminded.

"Agencies often spend more man-hours in the preparation of business paper advertisements than those for other media—that's a matter of record.

"Unfortunately, there are still not enough people in advertising generally and in industry management particularly who really appreciate this."

■ The Cleveland t.f. Club sponsored the luncheon program marking Business Publications Week and honoring the winners of the club's ninth annual advertisement achievement contest. The significance of the observance was emphasized by Robert W. Watts, regional manager for *Iron Age* and club president, who pointed out that the 18,000,000 to 20,000,000 Americans who read business papers "are the management, technical and professional leaders of our economy.

"They are the men," he said, "who make things happen in industry, merchandising, trade, business and financial circles. They make the decisions which, in most cases, affect the well-being of 89% of our population."

■ In the toast to accomplishment, the eight winners of the club's awards of excellence were saluted along with their agencies' account executives. The winning entries and eight honorable mentions were exhibited (*see Page* 108).

The competition had five divisions—introductory advertising, testimonial, institutional, inquiry and product feature, with five awards for the best full or multiple-page entry, three for a fractional page.

(The complete list of award-winning ads appeared in the Aug. 31 issue of Advertising Age.) #

ABC Films Promotes Joannes, Appoints Seven Others

Don Joannes has been promoted from a sales representative to the new post of regional sales manager in the Los Angeles area for ABC Films, New York, tv film distributor. Mike Gould, formerly with National Telefilm Associates, has been named regional sales manager in the Chicago office of ABC Films, reporting to Dick Hurley, head of the central division.

Added to the sales staff of ABC Films are: In the eastern division, Jeff Davids and Barry Winton, formerly with Official Films, and Olga Gomez, previously sales consultant at Fred Astaire Dance Studios; in the central division, Winston Colby, who was with *Missile Design & Development*, and Robert L. Glaser, formerly with Max Cooper Productions; and, in the western division, Jack Van Nostrand, previously with CBS. Howard Routman, as a member of the central division sales staff, will move his headquarters from Monroe, La., to Dallas.

Waterfill & Frazier Moves to Olian & Bronner

Waterfill & Frazier Distillery Co., Bardstown, Ky., maker of Kentucky straight bourbon whisky, has moved its advertising account from North Advertising to Olian & Bronner, Chicago. North acquired the account in January from Henri, Hurst & McDonald (AA, Jan. 12).

The company has approved the biggest ad budget in its history to promote its 150th anniversary next year. The drive is expected to bill between $200,000 and $250,000.

Some markets are just naturally loaded

Take Cleveland, for instance. A combination of a compact, easy to reach area plus a high family income ($7,381) and you get a market with

Retail Sales LARGER than any one of 35 entire States.

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	*26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,183,389	$1,816,558	$3,999,947
Retail Food Sales	580,592	479,486	1,060,078
Retail Drug Sales	85,464	51,380	136,844
Automotive	353,778	337,921	691,699
Gas Stations	145,825	165,980	311,805
Furniture, Household Appliances	113,896	91,658	205,554

(Source, Sales Management Survey of Buying Power, May 10, 1959)

*Akron, Canton and Youngstown Counties are not included in above sales

Whatever
you sell in Greater Cleveland you'll sell more of it in The Plain Dealer

And you really sell this market in

The Cleveland PLAIN DEALER

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.

EVERYONE WATCHES

WREX-TV

IN

ROCKFORD
ILL.

METROPOLITAN ROCKFORD ARB—
FEBRUARY 9 - MARCH 8, 1959
DEMONSTRATES AGAIN WREX-TV'S
COMMANDING AUDIENCE LEADERSHIP

23 OF TOP 25 PROGRAMS
ALL ON
WREX-TV

STATION SHARE OF SETS IN USE

	WREX-TV	STATION B
SIGN ON TO NOON	62.2	40.3
NOON TO 6:00 P.M.	62.0	37.0
6:00 P.M. TO MIDNIGHT	54.7	44.5
SIGN ON TO SIGN OFF	59.9	39.6

WREX-TV
CHANNEL 13 ROCKFORD

"Time dijo..."

"Time dijo..."

"...oil has...coffee hasn't... tariffs aren't...trade will..."

The rise and fall of other countries' tariffs, subsidies, production and power is especially important to the growing nations and industries throughout Latin America . . .

For up-to-date, to-the-point reporting that spots trends at the start and covers news in depth—with emphasis on U. S. activities—Latin American leaders rely on TIME. They read it faithfully every week.

So when they get together to discuss the international news events that can affect their planning, they have frequent occasion to say "TIME dijo"—"TIME said."

TIME
LATIN
AMERICA

**The most
talked-about
magazine in
Latin America**

"Time dijo..."

"Time dijo..."

TIME Latin America is published weekly in English. It consists of the editorial content of the U.S. Edition plus additional Latin American news and advertising directed to its special audience.

Feature Section

Advertising Age

Be Sound Before Clever: Groesbeck

Dim View of May Britt's Legs

Old Type Faces Never Die: Butler

Management Behind Iron Curtain

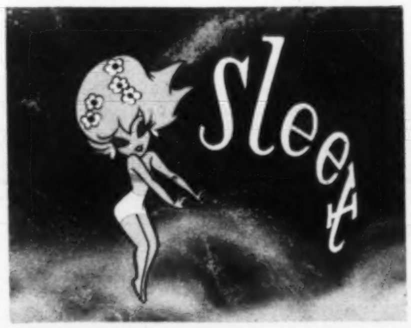
Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

The Best of the Month's TV Commercials . . .

Fall TV Commercials Generally Good, but No Real Rousers Are in View Yet

Each month in this space, Harry W. McMahan, formerly radio-tv director of Leo Burnett Co., producer, director and writer, will comment on the ten television commercials which he finds outstanding or worthy of comment and discussion. His first selections—generally covering the month of September—are presented here.



Formfit Sleex

By Harry W. McMahan

Harry W. McMahan

Fall has that nice, crisp feel about it. The new fall shows are turning to gold, along with the leaves. Here and there the first snows—and the ratings—are having their flurries. And a bumper crop of commercials is in harvest. Maybe there's a little frost on the pumpkins . . . but it looks like a good season from here.

Something fresh for fall, for instance, is one for Sleex, a Formfit girdle. Now, girdle advertising on tv often gets stretched a trifle out of shape with all the taboos and the people trying to be coy, but this one, you might say, is filled with interest.

The title is "Parisian," the plot is charming. Here's a gal who keeps running into this same face, all over Paris; he's the gendarme, he's the flower vendor, he's the boulevardier. She pouts, she teases, she prances away (an excellent demonstration of the product in action) while a sprightly musical score aids the titillation. No words are necessary till the plot goes into animation. Here the word "Sleex" whirls and wraps itself into a circle and then becomes the product. A bra-and-pantie pixie keeps the action moving—tough animation to come off so happily.

Four Star, Hollywood (the Dick Powell folks), did the live action. Animation Inc. did the sequence of the same name. MacFarland, Aveyard & Co., Chicago, is the agency and special credits go to Steve Lehner, the writer; Grant Atkinson, the agency producer, and Bob Clark, a most able art director. They all gave it a lot of bounce; yet, like the girl in the girdle, were beautifully restrained.

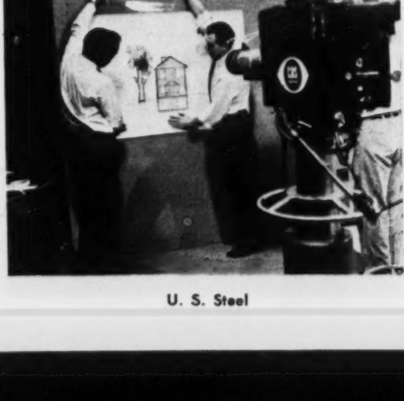
Muriel Coronella

'Visual Squeeze' Still Good

By this fall, I thought the so-called "visual squeeze" technique would be a dead pigeon, but it still flies. And, in the case of Muriel Coronella, it flies high. Chemstrand, more than a year ago, stimulated new interest in this method of timing still photographs and camera tricks to a happy beat in the music track. Since then, dozens of others have jumped the bandwagon.

Some, like Chemstrand (Transfilm), Sanka (On Film) and Ford (Elektra) have won awards while other "squeezers" have won only egg-laying contests. Muriel's new little cigar is right up there with the best. Maybe you've seen this one mixing tobacco and gun-smoke on "Cimmarron City."

The beat is pure Dixieland, the story is fluid (and that happens not too often in this technique) and the advertising is cogent. Transfilm-Caravel (the original "visual squeeze" boys with a new partner added) produced. Lennen & Newell is the agency with L&N's vp Ed Flynn credited on music and lyrics. Good job!



U. S. Steel

They Hold Up

"There are so many figures in commercials on television that you just sort of don't think about it after a while . . ."

That's what the woman responded to my research-type friend at JWT. Sad, but I'm afraid true. Few of the cartoon figures we contrive on the flat-bed animation stand ever really emerge in third dimension with the public.

Exception: Piel's Bert & Harry in New York. Going on five years now, this Y&R series has never let up. (It fooled me!) Currently rocking the Manhattan towers is a charmer of Bert rehearsing brother Harry for a commercial. It's titled, "It'll Never Get On The Air" but, viewer's luck, it did.

Shame is that no national sponsor has had a continuing series of commercials so avidly followed—for so long—by the viewers as this. Incidentally, Bert & Harry are now "public service"—last summer Piel's loaned them, without plug, to the *New York Herald Tribune* Fresh Air Fund. Track and writing credits, as in times past: "Bob & Ray" and Ed Graham (Goulding-Elliott-Graham).

Budweiser

Sells Without Words

Beer is a frothy business at best in television. The imitative claims of most beers on the airlanes echo back and forth till you can't tell one from the other.

That's why we're a buying pushover for Budweiser's new no-words series. Deftly staged (MPO, New York), they tell warm and personal stories of people and beer. One, "The Card Game," builds its story about the boy, the girl, the popcorn popper and Budweiser. Music and sound effects artfully help the story along in this continental treatment, building to the announcer's last line: "Where There's Life . . . There's Bud."

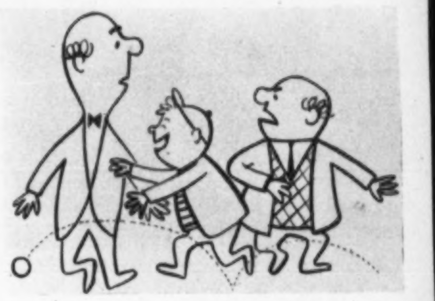
Script by D'Arcy's Bob Johnson gets commendation for its concentration on the video side. He proves again that other tv commercials—and especially most of those brewed by Bud's competition—often lose their head.

Tape Animation

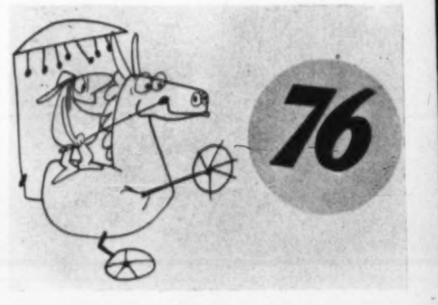
Animation on video tape sounds like an unlikely possibility, but BBDO has come up with just such a sequence for a commercial just seen on U. S. Steel Hour.

The 2½-minute tape commercial cleverly uses a series of drawings, quick cut for effects, to sell Steel's theme, "Modernize Your Home for Indoor Living."

Al Cantwell's boys at BBDO handled. John Hundley's boys at CBS met the challenge.



Piel Beer



Union 76

Fresh from the West

From out West comes a first rate gasoline spot for Union "76." Like so much out-West advertising art—in print and posters and tv—it's fresh, arresting and stimulating. Cued to a happy jingle, "STOP . . . at the Sign of 76," it makes the most of its animation. Bill Melendez designed for Playhouse Pictures. Agency is Erwin Wasey, Ruthrauff & Ryan, Los Angeles.

Canada Dry

For Canada Dry . . .

Coca-Cola continues its frenetic way in its spot market commercials with its "Swing . . . to the Real Thing" ditty. Well cast, well produced, this series may help Coke recapture the "lost generation" that's grown up on Pepsi.

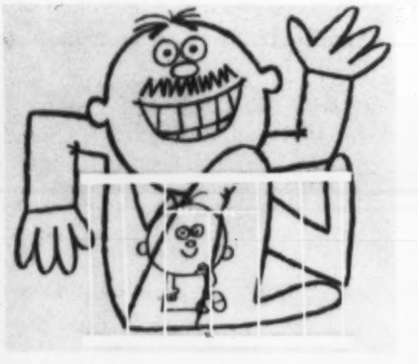
Meantime, Canada Dry gets into the picture with a slightly less frenetic version of the same idea. "Canada Dry Goes to a Clam Bake" is the title and there's a real how-to for New England-type mouth watering. Casting is young and exciting and Jerry Schnitzer does his usual fine directing job for Robert Lawrence Productions. Jim Rankin and Francis Huber take the agency credits (J. M. Mathes).

Oldsmobile

On the Auto Front

We think the fall season for automotive commercials has started spottily. Some good, some bad, some terrible. We know one man who has long argued that Edsel's first swerve came when it hit the air with its tv spectacular. Print and publicity had built up high expectations from the public but all this vanished when they saw the mundane demonstrations of the new car in those first commercials. Could be he's right.

Olds may be having a touch of the same problem this fall. Some of their film commercials (Jerry Fairbanks) and some of their tape spots (Videotape Productions of N. Y.) have had extreme merit, but the strategic blending and presentation of the tv campaign has left something to be desired.



Ford

■ Ford came up with one of the cleverest ID teasers in a long time, an ingenious :07 cartoon executed by Group Productions in Detroit. As this composite picture might suggest, it opened on a baby in playpen talking as it grew up to be a man (changing voice right on through!). The sound track: "When I grow up I want to tell everybody about the wonderful new world of Ford. Hello, everybody!" Title, with the new car date, closed it off.

* * *

Chevy and Corvair got off to a fine start on the Dinah Shore show. Color tv, on this show, remains consistently the best in the business. And the commercials are right in stride.

MERCURY
QUALITY

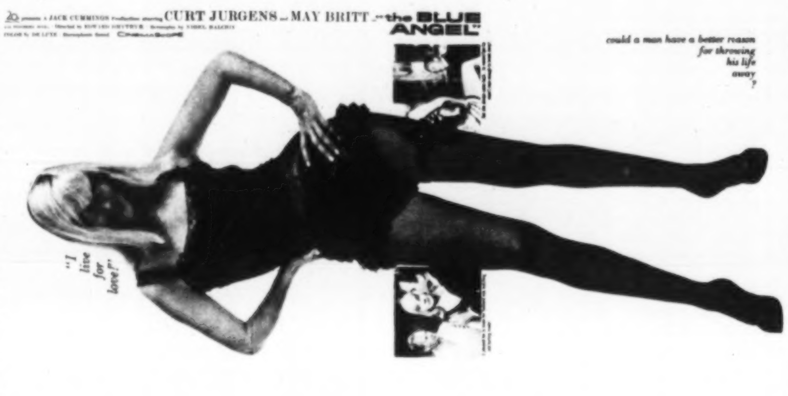
Mercury

■ Next month, we'll delve a little more deeply into the 1960 tv automotive situation, but before all the '59s get on the used car lot, we'd like to make a small bow to a Mercury mid-summer commercial.

Here was a saga-story, with rhyme and music as big as all outdoors to get across the point of "Mercury Quality." The photography, the expert editing, the fluid development of the advertising concept made this one of the best car commercials in the "image" field that I have ever seen. Van Praag Productions, New York, made the "Mercury Ballad." K&E's creative team were George Lawrence and Harry Stoddard. #

The Creative Man's Corner . . .

One for the Critics


CURT JURGENS
MAY BRITT
the BLUE ANGEL"
could a man have a better reason for throwing his life away ?
"I live for love!"

All it takes is a ruler and an eye for figures to establish the fact that the height of vulgarity is approximately 27½ inches.

20th Century-Fox and *Life* magazine collaborated to set this rather questionable standard with a three-page-high picture of May Britt in black underwear. Black stockings, black pumps, and the inevitable red garter complete Miss Britt's ensemble.

This colossal, colossal, colossal effort is apparently designed to make men breathe in quick, ecstatic gulps as they dash off to purchase tickets for an epic called "The Blue Angel." There may be some question about the Angel bit but the blueness of the whole thing is painfully obvious. The picture will no doubt be shown in theaters with plain brown covers.

Naturally, one headline isn't sufficient for an ad of this size and scope, so two are employed. One runs sideways and the other up and down, depending on how you look at the ad. Both are right in the spirit of the whole magnificent concept.

One reads "I live for love!" The other asks with a sniggering leer, "Could a man have a better reason for throwing his life away?" What this writer knows about love he must have learned from Polly Adler. However, it is difficult to think of a suitable answer to his question now that Minsky has closed up shop.

A large segment of the movie industry has always preferred blatant vulgarity in technicolor to creativity, but we are a little surprised at *Life*.

Not only do they threaten the editorial integrity of their magazine with one trick fold and flap after another, but they let an advertiser buy three pages to demonstrate that the worst advertising's critics can say about our beleagured business can, in the case of an ad like this, be putting it all too mildly.

When an advertisement makes advertising look bad, we don't think it makes much difference how good it looks on Gallup-Robinson. #

Agencies Ask Us . . .

Let Us Be Sound Before We Are Clever

By Kenneth Groesbeck
Advertising Agency Consultant

"Do a piece on copy, will you?" writes the head of a Texas agency. "We happen to know this is your specialty, but you seem to write mostly about management. Give us some guidance on creative thinking. It seems to us this is the sine qua non of agency success. Don't you agree?"

Kenneth Groesbeck

■ Yes, I do, and the reason I keep off creative thinking generally is because there are other departments in this publication devoted primarily to this subject. Perhaps they won't mind, however, if I encroach a bit on their field.

Me, I think *soundness* should be the aim of all creative thinking. That goes not only for the copy approach, but for media selection, budgetary planning and everything else which has anything to do with the message and its transmission.

■ This statement may be obvious, but actually a great deal of advertising concerns itself with being different, with new and unusual approaches, with devices aimed at attracting attention. Competition and client pressure are responsible for this, of course. Offering sound thinking and fool-proof copy and strategy seems dull and uninteresting compared with brilliant, striking, off-beat material. The latter is usually easier to sell. It is what is constantly being offered to clients by competing agencies, hoping to pry the account loose with something which "has never been done before."

Perhaps the ideal combination for an agency to offer its client is a foundation based on research and ascertained marketing facts. Once you have constructed this foundation, it is permissible, and indeed desirable, *to implement your knowledge with brilliance*, provided always that this does not depart from the selling fundamentals you have uncovered.

■ This lack of foundation, one suspects, is the prime source of the weakness of so much advertising thinking. Either the foundation is erroneous, or, in many cases, it simply is non-existent.

Actually, the basic thinking, the selling strategy evolved from knowledge of the produce or service, its present channels of distribution, its impact upon the ultimate consumer—these are more important than their interpretation. *A sound basic selling idea with only fair copy will sell better than an erroneous foundation interpreted and presented with the utmost brilliance.*

■ Agencies take too much for granted in constructing the foundation for their advertising recommendations. They accept what the client tells them about the product and its distribution. They are only too glad to have the sales department of the client take all the responsibility for product excellence, for its price and for its distribution. Indeed, the advertiser frequently tells them to do this. "You just stick to your knitting," says he. "Your job is to create advertising. We'll do the selling. We'll be responsible for the character of the product and getting it onto the shelves of the retailer."

The agency which accepts this, takes its life in its hands. It produces a brilliant and striking advertising campaign, and then wonders why it falls flat on its face. It does so because the foundation is weak, erroneous, often largely false. The product may be wrong, its price may be too high, competition may be too strongly entrenched, the trade may be unfavorable, the consumer antagonized in advance. Brilliance hasn't a Chinaman's chance against these obstacles.

■ However, you don't find the client taking the blame when the advertising fails. It's the agency's fault, and the account frequently flies out the window.

So it is a matter of self-preservation for the agency to build a sound foundation first, and to get the facts even if the client tells them to mind their own business. Agencies have been known to conduct market research at their own expense, rather than accepting what the client thinks are the facts regarding the product and its distribution and potential acceptance.

■ Since this costs the client nothing, there is usually no objection to the procedure. And if the agency comes up with information which runs counter to the client's prior impressions, the matter is at least brought out into the open. It is then up to the client to do something

IN THE REDBOOK YEARS THEY WELCOME BUYING COUNSEL

Redbook's Young Adults have seventeen *billion* dollars a year to spend, and wide open minds on how to spend them. These are the years they try new things. The years they acquire the purchasing habits of a lifetime. The Redbook Years. The articles and advertising they read every month in Redbook have won their trust, have made it the one magazine they turn to.* Your advertising in Redbook, if it talks to our Young Adults in the same frank and fair language, will be equally welcomed and believed.

2,850,000 Young Families Are Living The Redbook Years Right Now!

Readers Under 45	71%
Reader Income	$16,780,800,000
High School or Better	90%
Own Cars	86%
Children Under 18	3,277,500

reach them in Redbook

The Magazine for Young Adults

* FIGURES ON NON-DUPLICATION OF CIRCULATION WITH OTHER MAJOR MAGAZINES MUST BE SEEN TO BE BELIEVED. SEND FOR THEM!

230 PARK AVENUE, NEW YORK, N. Y. MURRAY HILL 6-4600—OFFICES IN CHICAGO, BOSTON, LOS ANGELES

about it, and the agency has protected itself in advance against a failure.

Working this way requires tact. Sales managers are not too happy when their own inefficiency is revealed. Perhaps it is desirable to take up such findings with the individual direct, giving him an escape hatch out of which he can crawl. If he claims the discoveries as his own, as he probably will do, that's no paint off the agency's fenders.

■ Where diplomatic difficulties exist, as they often do, a smart procedure on the agency's part is a localized test campaign whose success or failure is measured in actual sales. This is, of course, the most valid of all the devices which have been developed for testing copy.

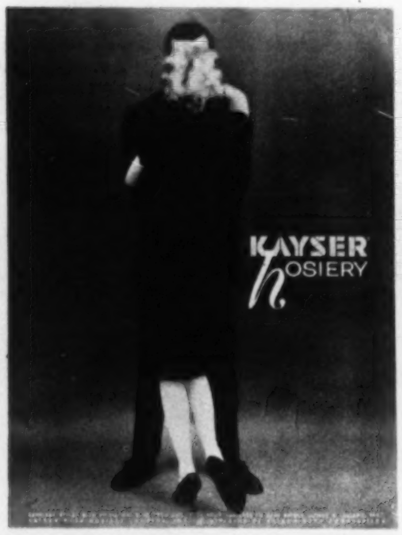
Then if the campaign fails, the agency has the chance for a report which pinpoints the reasons for sales failure, which may well result in the re-design of the product, the attitude of the advertiser towards the trade, or improvement in any other areas which contain factors unfavorable to the product's success.

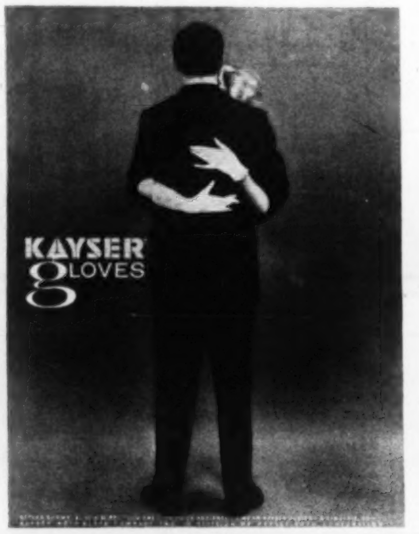
What I am recommending involves hard work, expense, and possible antagonism of the client unless he is handled with extreme diplomacy. It is a lot easier to produce brilliant and unusual strategy and advertising based on what the client wishes to see. In the long run, however, soundness holds business. In a proposal soundly constructed, the entire marketing plan is involved: the budget, its distribution; media; trade relations; the product itself and its price; consumer attitude. Get these right, and then be as brilliant as you can on the sound foundation thus constructed.

■ Never lose sight of the fact that advertising is only one of perhaps half a dozen factors which affect the final sale. Be sure all the other factors are in your favor before you try to make advertising carry the load.

There! I didn't write about copy, did I? Only about how not to do it. What is that quotation about the house built upon sand? I can't find it in Bartlett. Help wanted, please! #

The Peeled Eye Department . . .





Send in Your 'Ad-ecdotes'

By Dick Neff

Win $25! Send us your anecdotes about advertising!

Help peel our ear for good stories about advertising or people in it.

We've arranged, at great pain to the management, to pay $25 for the best adecdote, old or new, mailed to us by the end of the year. (For you who are new at this sort of thing, this year expires at midnight, Dec. 31, 1959.)

Dick Neff

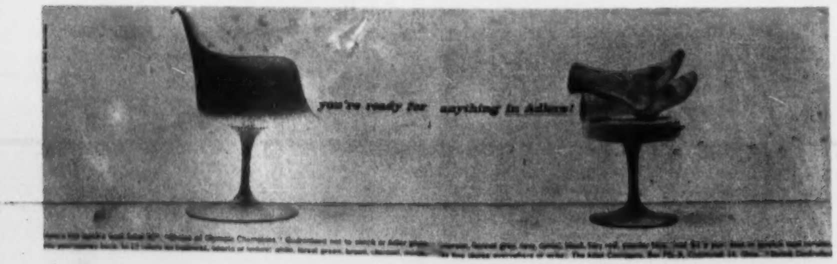
You may send us your stories on paper, papyrus, stone tablets, or U. S. currency; we are singularly indifferent about neatness; no entries will be returned; all remain the property of the Peeled Eye. In case two or more people send in the same story, best phrasing will win. Try to remember to add your name and address; it helps our lawyers serve you with a summons in case you steal any copyrighted material or say anything libelous.

Just think what a beautiful present you could buy for your secretary with $25. Shouldn't take you two minutes to think of a good anecdote and jot it down. Why wait? Strike while the idea is hot!

Look, Daddy-O, no legs!

Observe, please, the young lady in the Kayser Gloves' half of this Kayser spread, which our keen-eyed operative, Dave Kennedy, called to our attention.

What's going on here? Is he holding half a cadaver? Is she a clothing store dummy, with the limbs removed? Is she standing on her tiptoes in the cuffs of his trousers? Is she lying on an ironing board? Did she double her legs up behind her ("Come one, come all! See the India Rubber woman!").

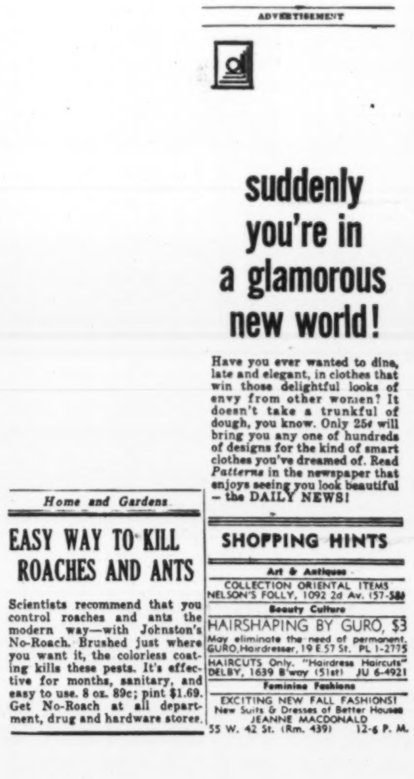


But if you think this limbless wonder is a caution, you should take a look at the Adler sox ad we found in *Sports Illustrated*. Here, the entire man has obviously been dissolved in some mad chemist's acid. "You're ready for anything in Adlers," the headline proclaims. Including haunted houses, apparently.

Those make-up comedians

Recently New York's tabloid *Daily News*, which had been running good, earthy circulation copy with headlines like "How to write simple," powdered its nose, put on a giddy hat, and ran one about its Patterns column with the headline, "Suddenly you're in a glamorous new world!"

The *Herald Tribune* make-up man, perhaps resenting the *News'* barging into its high-class ballroom in its long underwear, placed it right next to a little Plain Jane ad that brought the *News* right back down to earth: "Easy way to kill roaches and ants."



ADVERTISEMENT

suddenly you're in a glamorous new world!

Have you ever wanted to dine, late and elegant, in clothes that win those delightful looks of envy from other women? It doesn't take a trunkful of dough, you know. Only 25¢ will bring you any one of hundreds of designs for the kind of smart clothes you've dreamed of. Read *Patterns* in the newspaper that enjoys seeing you look beautiful – the DAILY NEWS!

Home and Gardens

EASY WAY TO KILL ROACHES AND ANTS

Scientists recommend that you control roaches and ants the modern way—with Johnston's No-Roach. Brushed just where you want it, the colorless coating kills these pests. It's effective for months, sanitary, and easy to use. 8 oz. 89c; pint $1.69. Get No-Roach at all department, drug and hardware stores.

SHOPPING HINTS

Art & Antiques

COLLECTION ORIENTAL ITEMS
NELSON'S FOLLY, 1092 2d Av. (57-58)

Beauty Culture

HAIRSHAPING BY GURO, $3
May eliminate the need of permanent.
GURO, Hairdresser, 19 E 57 St. PL 1-2775

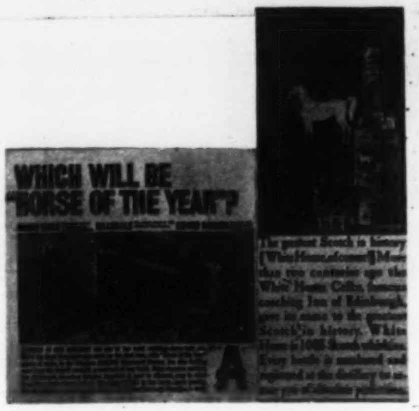
HAIRCUTS Only. "Hairdress Haircuts"
DELBY, 1639 B'way (51st) JU 6-4921

Feminine Fashions

EXCITING NEW FALL FASHIONS!
New Suits & Dresses of Better Houses
JEANNE MACDONALD
55 W. 42 St. (Rm. 439) 12-6 P. M.

Daily double—or should we say quintuple?

Meanwhile, just to show you the *Herald Tribune* has its conservative, single-breasted, Ivy League heart in the right place, Dusty Rhodes, one of our favorite account representatives, calls our attention to a make-up combo that makes a nice little daily double.


WHICH WILL BE "HORSE OF THE YEAR"?
A

"Which will be 'Horse of the Year'?" asks the Aqueduct Racetrack ad. "The greatest Scotch in history (White Horse, of course!)" replies the ad in the next column.

Couldn't ask for better make-up than that, even from Max Factor.

Fearless press dares expose hole in its sock

And now, we'll let you in on a little family-type secret. We've found that your friend and mine, good old ADVERTISING AGE, has its problems, too, just like other folks in publishing.

John Caples, a pillar of BBDO, as if you didn't know, writes as follows:

"I was delighted at the independent attitude shown by ADVERTISING AGE in the Sept. 14 issue. On Page 14 is an ad in which Exposition Press offers brochures which 'tell how to publish your book, get 40% royalties, national advertising, publicity and promotion'."

"On Page 117 in the same issue of ADVERTISING AGE is a news item which tells how the Federal Trade Commission has warned aspiring authors against five vanity publishers, including Exposition Press."

We're delighted, too, John, and we're even more delighted that you didn't add: "I dare ADVERTISING AGE to print this!" #

Employe Communications . . .

Doesn't Like Strikes–and Says So

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

By the time this appears in print, the full-scale strike at the Chino Mines division of Kennecott Copper Corp. at Hurley, N. M., may be ancient history. One thing is certain, however: History in communications was written during that taut period.

The veterans of industrial relations normally do not look to the employe paper during a strike to ease the burden in any way. Most employe publications don't acknowledge the fact that a strike exists; in the finest demonstration of the ostrich's great evasion, these journals report everything except the one event that is news.

Not so the editor of "Chinorama," a communicator named Harold E. Cooley, who moved resolutely into the conflict with his August-September issue and called things by their right names. Firmly, mind you, not fretfully. Directly but not abusively. He acknowledged the right of disconcerted workers to strike. "The company dislikes strikes," the lead article said in part, "but it recognizes and respects the right of a union to call a strike as a legal weapon to enforce its bargaining demands."

■ Cooley's editorial was labeled, "The Right to Disagree." It defended completely the right of the union to its viewpoint, and the right of the rank-and-file to go on strike if they so elected. What it did insist upon, however, was a look at the issues themselves. "There are very few pictures in this issue," Cooley told his readers. "There are no pictures showing Chino employes producing copper—because no copper has been blasted, loaded and hauled from the Santa Rita mine for more than five weeks. . .The wage-producing machinery of Chino is idle. A strike called by the Mine-Mill Union makes it so. This issue is an attempt to explain, insofar as possible, what this strike is about. We speak for Chino man-

this Wonderful thing about families

You will always remember this night. Your daughter's first dress-up dance, and the realization hits you suddenly and hard. That child of yours is a child no longer. You're the father of a beautiful young woman . . . and you don't know whether to rejoice or cry.

Growing up is a wonderful thing about families. But growing up often means growing apart . . . acquiring different tastes and interests. In LOOK, families find a common ground where their varied interests come together—a meeting place to discuss new ideas, changing ways. For through its compelling theme—the exciting story of people—LOOK appeals to young and old, male and female.

Because LOOK is edited for and read by the whole family, its articles and advertisements are seen by everyone who can make or influence a buying decision. This tremendous impact on 16,850,000 reader-households—one of every three in America—helps explain why LOOK is such a powerful selling force . . . why no other magazine in America can match LOOK's record of continuous growth in both circulation and advertising revenue.

AMERICA'S FAMILY MAGAZINE ***LOOK****–the exciting story of people*

agement, your employer, in these pages and try to interpret rather unpleasant facts as they apply to Chino employes, their jobs and their future security."

■ Thereupon Editor Cooley, step by step, trots out the specific issues involved in the conflict and reviews them. The company's position is clearly stated and its viewpoints—to an outsider, at least—seemingly well supported.

What makes most sense are the conclusions the company—through its editors—finally draws: "The company believes that negotiations were proceeding toward a satisfactory settlement when the strike was called. . .The company felt that a great setback occurred which was not good for either the employes nor the company. In our opinion, the strike will hurt the employes for the following reasons: (1) it will delay the final settlement and signing of the new contract; (2) it causes a loss of wages which cannot be regained; and, most regrettable of all, (3) the strike does not increase the chances for a more favorable contract."

■ The Cooley masterpiece of candor, so far as we are aware, has not brought the negotiators into a quick, amicable huddle. Perhaps it will have had nothing to do with the strike's end when the contract is finally inked. We think otherwise. We think that when a company steps forward as boldly and as frankly as this, with no abuse included or implied for the adversary, the rank-and-file begins to listen and finally begins to act.

* * *

Sin of omission: The column on the new corporate image of Abbott Laboratories (AA, Sept. 21) failed to include mention of the creative work of George Nelson & Co., New York. Abbott would like a nod for them, too. #

Learning from the Retail Ads . . .

Timely Use of News

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

"New" and "news" are great words in advertising. News is one of the great headline ingredients. I believe stores fail to take advantage of news more frequently than they take advantage of it.

Here is a good example of a timely use of news.

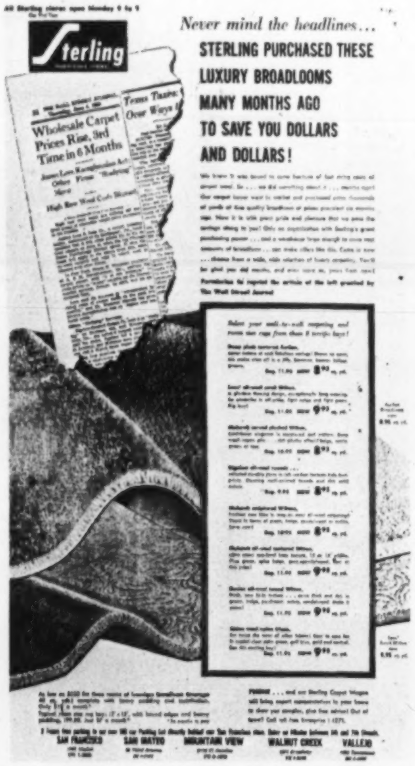
The ad reproduces the headings and first few paragraphs of an article from the *Wall Street Journal*. The paper's running head and the date, June 4, 1959, appear prominently. The *Journal's* heading reads, "Wholesale Carpet Prices Rise, 3rd Time in 6 Months—James Lees, Karagheusian Act; Other firms 'Studying' Move—High Raw Wool Costs Blamed."

This store, in reproducing the *Journal* item, lends credibility to its promise of savings on broadlooms purchased months ago.

■ The fact that additional increases are anticipated in the future gives an added selling wallop to the ad.

The store's copy bears out the implied savings and points out that "only an organization with Sterling's great purchasing power. . .and a warehouse large enough to store vast amounts of broadloom. . .can make offers like this."

Listing eight items instead of two or three, is another virtue of the ad.



Sterling
Wholesale Carpet Prices Rise, 3rd Time in 6 Months
Never mind the headlines...
STERLING PURCHASED THESE LUXURY BROADLOOMS MANY MONTHS AGO TO SAVE YOU DOLLARS AND DOLLARS!
SAN FRANCISCO
SAN MATEO
MOUNTAIN VIEW
WALNUT CREEK
VALLEJO

Did the ad do well? It did, indeed, and in an extremely competitive market. #

Looking at Radio and Television . . .

The Commercial Is the Thing!

By the Eye and Ear Man

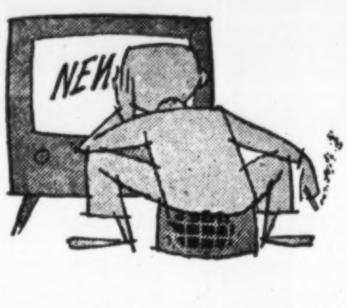
The new season has opened with a bang in television, but the all-important commercials have, in general, opened with a resounding thud. The reasons for this are plentiful:

1. Too much, too quickly. Commercials, like programs, are better if adequate time is allotted to their manufacture. Unfortunately executives not versed in the irresolute intricacies of motion pictures feel that last minute changes can be made in dialog and pictures even after they have seen the finished product. This is not so. Adequate time is imperative and final changes must be made at the storyboard level in order to have the best product. Storyboards plus a rough tape of dialog and effects are often necessary to get the message properly demonstrated, but after that the production must be left to the pros, and no lint-picking permitted.

In print media advertisers grew accustomed to rigid deadlines when "final revisions" meant just that. They were spoiled by live television, when some changes could be made after dress rehearsal. But *a really good commercial should have at least ten weeks* from final approval to final product.

2. Too little. As programs get greater production values from major motion picture producers entering the television medium and as smaller companies learn more slick production tricks, the commercials must reflect their environment or look cheesy. There is only one way to spruce up the commercials—and it spells money.

Often an advertiser on an hour show that costs over $100,000 to make, haggles about a pool of six or eight commercials at $2,500 each. Certainly if an advertiser buys a third of an hour series for $3,000,000 to $4,000,000 a year (time and talent) or alternate half-hours at $2,500,000, he can afford to budget 5% of that to be sure the reason for his buying the program is insured—the selling of merchandise through a top drawer commercial that looks good enough to be on a high class show.



3. Too amateurish. Sometimes it looks as though television is growing up, but the same commercial [illegible] are being stubbornly maintained. [illegible], with the same old insincere announcer or star in the same commonplace room with the stiff furniture and the phony flowers and pictures, or an ersatz outdoor scene, stink up the air. Or with the charts and unconvincing demonstrations or "documentaries" done with poor lighting, poor testimonials by "real" people or those dreadful puppets, or worse, dummies. .

In the 1959-60 season, it occasionally has been appalling to note the contrast in quality of sight and sound between the show and the commercial. The sound was at a different level than the show—higher, of course—and the picture was coarse and usually darker than the show, or overexposed and washed out. On one documentary done by a toothpaste on location, it seemed that the whole thing was shot by a boy with his first 8mm motion picture camera—hand cranked.

The answer to this problem is to devote the same proportionate amount of time, money and care to the commercial as to the show.

■ It is incredible that so many top drawer advertisers, who are now accustomed to spending millions of dollars on television advertising, become niggardly and Scrooge-like when faced with a commercial budget. No doubt, the day will approach when the magazine concept is the dominant way of television life, making the media buy so simple that the advertising attention of agency and client can be properly focussed on the commercial, which is, in the final analysis, the most important factor in all advertising.

The trick in television is not to create and build a show which ostensibly will be a good frame for a commercial and thereby spend precious manhours worrying about that show, fixing it, second-guessing the producer, and giving what time is left to the commercial. The real skill is to take a vehicle that is delivering top circulation and to devote all the time, energy, creative top level talent and money to making the sell effective and reflective of its show environment. #

Salesense in Advertising . . .

Overstatement Makes Your Advertising Suspect

By James D. Woolf
Creative Consultant

If it is true that the public generally accepts advertising with a grain of salt, perhaps copy that overstates and exaggerates is the reason.

Says E. B. White, a writer whose ability I envy, in "The Elements of Style" (Macmillan): "When you overstate, the reader will be instantly on guard, and everything that has preceded your overstatement, as well as everything that follows it, will be suspect in his mind because he has lost confidence in your judgment or poise. Overstatement is one of the common faults. A single overstatement, wherever or however it occurs, diminishes the whole, and a single carefree superlative has the power to destroy, for the reader, the object of the writer's enthusiasm."

James D. Woolf

This agrees with a statement once made by Fairfax M. Cone before the Chicago Federated Advertising Club: "It should be the very selfish aim of every one of us to see that our advertising tells the truth . . . A single exaggerated claim in a newspaper or magazine ad or over the air contaminates every other advertisement to which the reader is subjected —for days or maybe weeks or months."

■ For a correspondence school I once made a direct mail test of overstatement vs. understatement. I prepared seven different pieces of direct mail literature, each of which was mailed to its own list of 20,000 names. Piece No. 1 indulged in extreme overstatement, No. 2 was toned down somewhat, No. 3 was toned down even more, and so on. No. 7 contained not a single word of overstatement; in fact, it deliberately *understated* the promised benefits. *No. 7 outpulled the others by a wide margin.*

Once an advertising associate, the late S. Roland Hall, had occasion to sell his Scranton home. Times were none too good, nobody knew what was ahead, and money was so tight that there was practically no home-buying activity. Hall placed the sale of his house with a large real estate firm, but after a month the results were nil.

To most people, buying a house is like buying a pig in a poke. The average layman, forced to rely pretty much on the honesty of the seller, can be fooled easily enough.

■ So Hall wrote an ad for himself. He wrote a piece of copy that was understatement in the extreme. "I hope you will like this house," he wrote, "and I really think you will. But maybe not. There are likely some things you may not care for. My wife thinks the kitchen is too small, and there is a spare attic bedroom we have been unable to heat satisfactorily, and after a hard rain the cellar is damp for a week." Then he went on to praise the good things about the house. "So you see," his copy concluded, "it's a nice home and it's sturdily built, and I honestly believe my price makes it a good investment. But I do want you to know it's faults, just to make sure you won't be dissatisfied."

As I recall it, Hall's ad produced more

I/EC

THE CPI PUBLICATION FOR **TECHNICAL MANAGEMENT**

RESEARCH • DEVELOPMENT • PROCESS DESIGN • ENGINEERING • PRODUCTION ADMINISTRATION • MARKETING

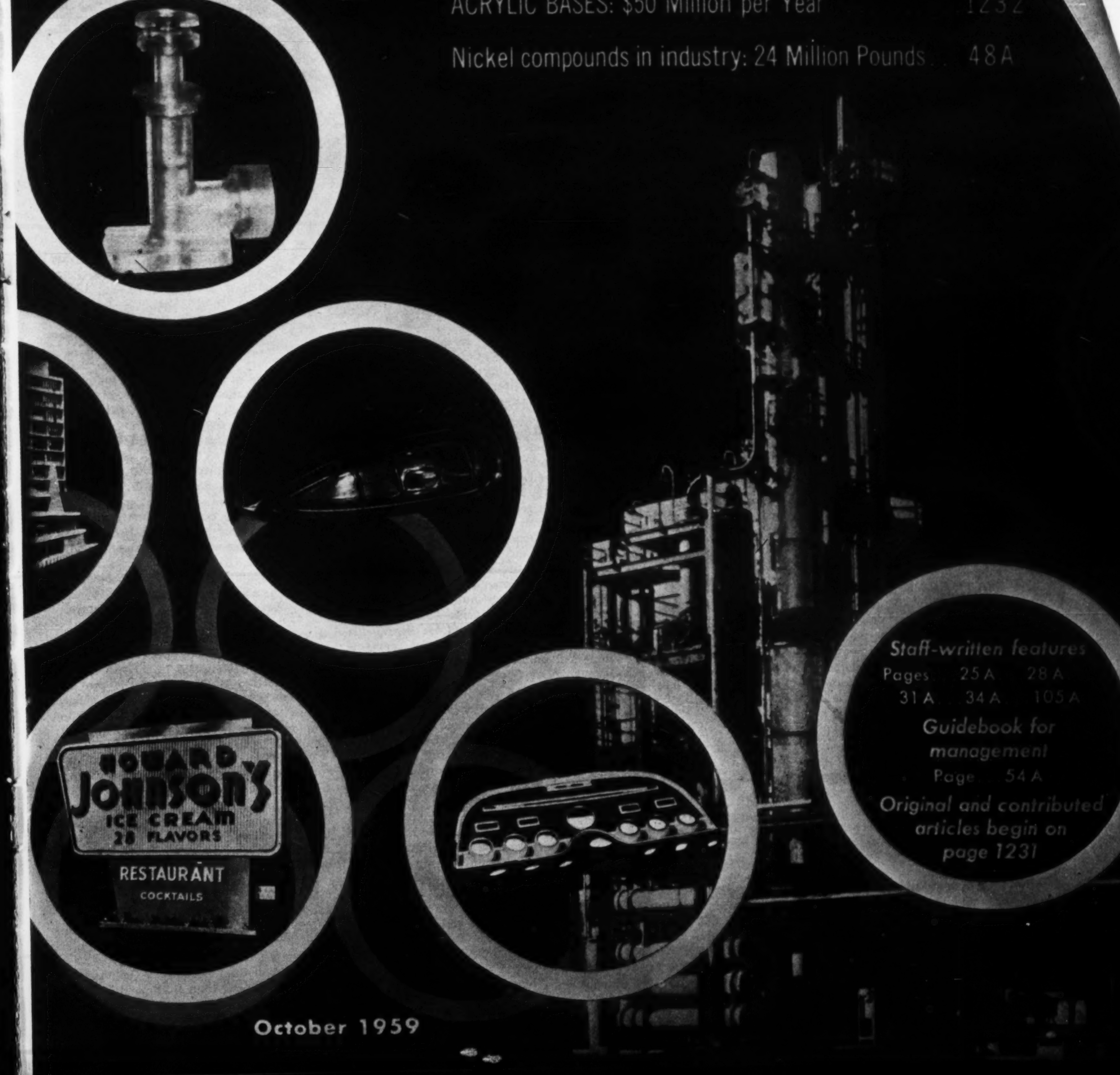
A NEW IDEA IN TECHNICAL JOURNALISM

begins in the
October
issue

Your I/EC salesman will tell you
about the dramatic new editorial changes in the Domestic and International editions.

ACRYLIC BASES: $50 Million per Year 1232

Nickel compounds in industry: 24 Million Pounds . . 48A



Staff-written features
Pages 25A 28A
31A 34A 105A

Guidebook for management
Page 54A

Original and contributed articles begin on page 1231

October 1959

than 200 inquiries, and the sale was quickly made. The previous ads, written by the real estate agents, oversold so patently that they produced not a flicker of interest. Lack of overstatement paid off.

I fail to see how an advertiser who seeks to build a favorable image can hope to do so with advertising that consistently overstates. #

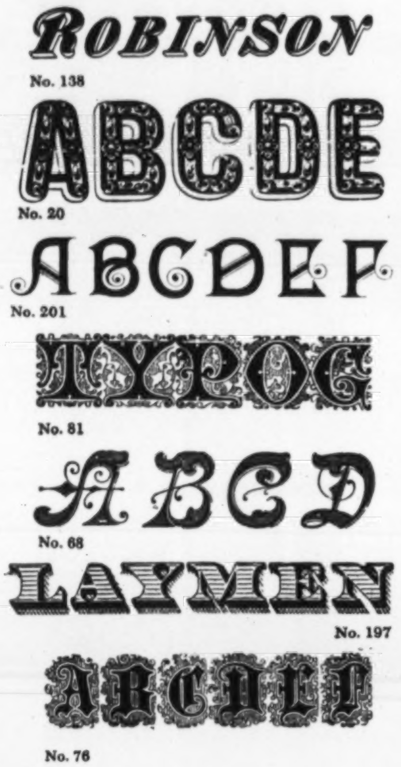
• • •

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

Tips for the Production Man . . .

Rediscovered: A Treasure Chest

By Kenneth B. Butler



ANTIQUE—*A brief sampling is shown here of the typefaces in the Robinson-Pforzheimer collection recently obtained by the New York Public Library. Most of the faces are identifiable only by number.*

The interest in antique typefaces continues to surge. You see them daily in advertisements of every kind, and in editorial usage in most of our quality publications.

Nor does the application necessarily follow reminiscent or nostalgic lines; many of these wild century-old creations are highly appropriate for contemporary subject matter.

■ It is not, unfortunately, often practical for a printer or typesetter to carry in stock a large assortment of these delightful relics. After all, he must weigh their still limited utility against not only the initial investment but also costly storage space and the unavailability of replacements for worn or damaged characters.

Thus, no matter how romantically inclined, most typesetters must limit themselves to a font or two of the more standard antique items such as Barnum, Astoria, or Gold Rush, and hope that this will satisfy most requests.

■ Thus the production man has been forced to turn to paste-up composition, hand-lettering, or equally expensive reproduction proofs from specialty typesetting houses whenever he felt the urge to dabble with period typefaces.

It should, then, come as welcome news that the printing office of the New York Public Library has just acquired the fabulous Robinson-Pforzheimer collection of several hundred fonts of old-fashioned typefaces.

■ Why is this especially good news to antique-typophiles? Because the library's printing office is now offering reproduction proofs from this Arabian Nights collection on a non-profit basis. And one look at the colorful broadside recently mailed out by the library is enough to make any fancier of the fickle, flashy faces of the '50s flip.

As I understand it, this remarkable collection was compiled by the late Elrie Robinson, "The Horse and Buggy Printer" of St. Francisville, La. It was later acquired by his friend, the late Carl Pforzheimer, who was noted for his extensive library of rare manuscripts and books, and eventually presented to the library by the Carl and Lily Pforzheimer Foundation, Inc.

■ The library maintains a card catalog of the typefaces in the collection. The library warns that some of the cuts and characters are worn so that some retouching may at times be necessary. Since, as previously mentioned, the service is on a non-profit basis, we should also forewarn those production men who habitually stamp everything "rush" that approximately ten days is required for the processing of orders. A quite reasonable minimum charge of $5 per order should hardly be a deterrent.

There is not space here to illustrate a full range of the typographical novelties in the collection; happily, however, copies of the handsome broadside I mentioned can be obtained from The Printing Office, the New York Public Library, Fifth Avenue and 42nd Street, New York, 18, N.Y. #

What They Were Saying 25 Years Ago . . .

A bulletin issued by the U. S. Brewers Assn. to its members (AA, July 28, 1934):

"Stop advertising alcohol in any form whatever, whether by inference or direct statements either on labels, in newspapers, billboards or direct mail. People buy beer for the flavor and quality, and especially in the summer is there an aversion against heavy beer, and particularly on the part of women, who represent your new market.

"Brewers who stress alcoholic content are playing directly into the hands of reorganized dry elements who are already on the warpath in their campaign of restrictive regulation and misrepresentation of the brewing industry."

McClelland Barclay, artist and illustrator, in an interview with Advertising Age (Aug. 4, 1934):

"Advertising has degenerated into the monotonous, uninteresting repetition of a lot of absurd drool. It uses a sledge hammer to achieve results that in other days were secured pleasantly and indirectly. The space that formerly was used to build up pleasurable anticipation of the product's use in the reader's mind has been sacrificed to make way for long paragraphs of wordy exaggeration and unbelievable inanities.

" 'Eat a package of yeast and lick Max Baer'—'Smoke a cigaret and uplift the world!' Absurdities like these convince no one, and induce a state of mind much like that of the good citizens who were fooled by the cry of 'Wolf'."

P. D. Saylor, president of Canada Dry Ginger Ale, in a quarterly report to stockholders (AA, Aug. 4, 1934):

"Your company has suffered a loss of considerable volume in the business heretofore done with hotels, clubs and restaurants. This is solely due to repeal of the 18th amendment.

"Notwithstanding this loss, the company has sold approximately 6% more carbonated beverages than last year, indicating a satisfactory increase through the retail grocery and drug stores and in the home."

On the Merchandising Front . . .

Management from Behind Iron Curtains

By E. B. Weiss

Anyone who in recent years has written a letter of complaint to management and line executives of our great corporations has reason to know how magnificently so many of these executives have shielded themselves from criticism by either the public or the trade.

E. B. Weiss

Here we are—in an age of the "corporate image." Millions of dollars are being spent to discover what the corporate image should be. Many more millions are spent in advertising to etch that corporate image deeply into the consciousness of the public and the trade.

And then the executives of these corporations hide behind an iron curtain that isolates them from the main stream of public and trade attitudes with all of the beautiful efficiency of the men in the Kremlin!

■ A striking example of management from behind an impenetrable curtain would appear to be implicit in a recent disclosure by General Electric's Hotpoint division. The story goes like this:

Despite an industrywide pick-up, Hotpoint's sales of laundry appliances continued to slip. A field study revealed that the 1955 to 1957 model washers required from two to three times the average of service calls. One published report stated flatly that "thousands of housewives complained bitterly that their 1955-57 Hotpoint washers and washer-dryers needed six or seven annoying and costly repair calls a year . . . Hotpoint repairmen discovered faulty clutches, transmissions and filters in alarming numbers."

Currently, Hotpoint is engaged in repairing and replacing some 40,000 units—at a cost that may hit $10,000,000.

Now I am not attempting to diagnose the circumstances within Hotpoint that resulted in a breakdown of quality control. What amazes me is that such a state of affairs could continue *over three years* —1955 to 1957 inclusive—and only recently come to light and be dealt with. This is incredible in an age of corporate image, of public relations, of presumably open channels of communications.

■ Surely a management that even on a rare occasion had peeked between the chinks in an iron curtain could not have failed to see what was going on. Surely, there were complaints—hundreds—from the public. Surely there were complaints by the trade—hundreds.

But when it comes to complaints, there is seldom in big American industry today a channel of communication between the public and the trade on the one hand, and the top executives of giant corporations on the other hand. On the contrary, these executives tend to be "protected" from the "lunatic fringe" of public and trade "who always complain anyhow." The reports they get on product complaints are too often minutely strained of anything disturbing. They tend to know as little about the public and the trade, as a consequence, as Khrushchev knows about us —and for very much the same reason.

And, of course, the occasions on which they actually get out to call on the trade or the public (without being shielded from the truth by associates of lesser ranks) are extraordinarily rare.

It was of course precisely this same situation that led Detroit to ignore the compact car until the 1960 model year; the complaints of the public and the trade just didn't trickle through to responsible executives.

■ Returning to Hotpoint, I assume that during 1955-57, inclusive, the company engaged in considerable field research covering both the trade and the public. We must conclude, therefore, that either this research failed to disclose a shocking collapse of quality control and perhaps of engineering design also (which even I am loath to conclude), or by the time these field reports reached responsible executives they had been so carefully "edited" as to make little if any impact on these isolated executives.

Some time ago I read a fascinating little book written by one of Pulitzer's secretaries. In his later years, this newspaper genius had so abused his physical system that he could not tolerate the slightest noise. As one consequence, in his house in New York his bedroom was specially engineered so that no vibration could reach it from the street outside, and every available acoustical technique of the day was employed to achieve absolute quiet, absolute isolation in that bedroom.

In a very similar manner, too many top executives are cut off from the public and the trade—except through paper channels which sometimes can be as revealing as the reports the Kremlin gets on the American scene (and vice versa, I might add).

This is especially true with respect to public and trade complaints. I can remember a time when a letter of complaint to the head of a business really brought action—and was welcomed. Now such a letter, if it is answered at all, will usually bring a reply from a low-rank executive or an innocuous form reply *not* signed by the top executive even though it may bear what appears to be his signature.

■ The old-time merchants used to spend as much time as possible right on the floors of their stores. A hugely successful merchant like N. M. Orbach of the famous Orbach stores continues to roam through his stores constantly, talking to employes and to customers. And he pays attention to what they have to say.

But in our big manufacturing corporations, high-ranking executives—and oodles of executives of lesser rank—never "get out on the floor" of their businesses. And a complaint from the public or the trade is usually looked upon as one of the inevitable evils of being in business against which one must harden himself.

Buried in complaints are many opportunities—opportunities for new products, new services, product improvements. And buried in complaints are opportunities to catch breakdowns in quality control.

But when complaints are shunted away from responsible executives, or "predigested" for them, then it is possible for a breakdown in quality control to persist unrecognized or unacted upon for three years. #

1960

Floyd RICE
FORD
SERVICE
FLOYD RICE
SELL
MOST

The most exciting year in automotive history . . .

. . . see it all in the AUTOMOTIVE NEWS' Auto Show Issue Coming December 7

As dynamic as the history of the automotive industry has been, 1960 will almost surely be the most controversial, changing, competitive year ever experienced. Interest—which always runs high during new car introduction—will be at a fever pitch this year.

Every major influence—factory executives, car dealers, styling and engineering personnel, purchasing and sales managers, automotive suppliers, jobbers—will be intensely interested in a composite picture of the big changes from nearly every automotive manufacturer.

And—as in years past—they will expect and get this picture in the AUTOMOTIVE NEWS' Automobile Show Issue—December 7. Imagine their keen interest in:

- Every American automobile featured in beautiful full-color.
- Additional illustrations showing principal models of each make and top selling features.
- A complete section on trucks showing new models and other data.
- Feature stories about industry suppliers, including new developments on '60 models.
- Engineering and styling developments.
- Prices and specifications of all American automobiles.
- Advertising news on each make including plans for 1960.

You, as an advertiser interested in reaching this audience, will want to take advantage of this selling opportunity to tell your complete product story. And, if color best suits your product, you will be extremely pleased at the economy offered in using three and four color plates.

Make your reservation today. Cash in on the most exciting year in automotive history—1960!

REPRESENTATIVES:

NEW YORK: Edward Kruspak, Howard E. Bradley, Room 707, 51 E. 42nd St., Murray Hill 7-6871

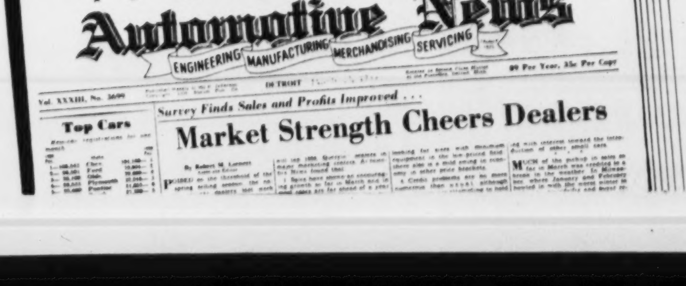
CHICAGO: J. Goldstein, Bill Gallagher, Room 903, 360 N. Michigan Ave., State 2-6273

DETROIT: R. L. Webber, William R. Maas, Roy Holihan, 965 E. Jefferson, Woodward 3-9520

SAN FRANCISCO: Jules E. Thompson, 681 Market St., Douglas 2-8547

LOS ANGELES: Robert E. Clark, 6000 Sunset Blvd., Hollywood 3-4111

RESERVE SPACE NOW
AUTO SHOW ISSUE
Published: Dec. 7, 1959
Closing Dates:
3 and 4 color plates: Nov. 13, 1959
2 color, black and white, Nov. 24, 1959


The Newspaper of the Industry

Automotive News

ENGINEERING MANUFACTURING MERCHANDISING SERVICING

Survey Finds Sales and Profits Improved . . .

Market Strength Cheers Dealers

Top Cars

George Hartman Adds Two Accounts; Names Schnur

George H. Hartman Co., Chicago, has been appointed to handle advertising for A. C. Allyn & Co., Chicago investment company, and Lester B. Knight & Associates, management and engineering consultant. Both accounts formerly were handled by Reach, McClinton & Pershall. Allyn uses newspapers and radio to promote investor services through its offices in 28 cities. Knight uses business publications.

Hartman also has named Gerry J. Schnur, formerly an account executive and vp of Reach, McClinton & Pershall, an account executive.

FREE

NEWSLETTER ON DIRECT MAIL ADVERTISING

Keep up-to-date with newest developments in direct mail field. Learn latest ideas, techniques, methods to improve your results. Unique FREE service tells where and how to get facts and articles you want. To get this newsy direct mail guide regularly, without cost or obligation, send your name and address NOW to:

The Reporter of Direct Mail Advertising
226 Seventh St., Garden City, N. Y.

Acomb Agency Wins Plaque

Robert Acomb Inc., Cincinnati, has been presented the Approval Award Plaque for "service and product" by the American Society for Personnel Administration. The award is given to the companies whose services contribute to the furtherance of personnel and industrial practices during the year. The Acomb agency is the first advertising agency to win the award.

General Outdoor
BIENVENIDO A CHICAGO
LIC. ADOLFO LOPEZ MATEOS
Presidente Constitucional de los Estados Unidos Mexicanos

BIG HELLO—*The House of Seagram and General Outdoor Advertising Co. joined hands to put up this outdoor poster on Chicago's Michigan Ave. to greet Mexico's President Adolfo Lopez Mateos and family during their visit to the Windy City.*

Sudler Adds Tom Jones

Thomas H. Jones Jr., formerly with Cortex F. Enloe Inc., has joined Sudler & Hennessey, New York, as an account executive.

Liquor Ad Ban in Alberta Squeezes Ginger Ale Off TV

MONTREAL, Oct. 20—Because of puritanical liquor laws in the province of Alberta, five television stations there have seen a juicy contract float out of their studio windows.

It all started some months ago when the Alberta Liquor Control Board expressed fears that advertisements for ginger ale on television might, by some fluke, boost a public thirst for beer. It was last July that the five tv stations started the "Phil Silvers Show" (Sgt. Bilko) sponsored by Sicks Lethbridge Brewery Ltd., which makes ginger ale as well as beer. But the board, which prohibits all liquor ads originating within the province's borders, found the Phil Silvers show's accompanying commercials debatable both from the point of view of public taste and in terms of liquor regulations.

Liquor board officials say they feel there is always the reminder that beverages stronger than ginger ale are available.

■ Prohibition ended in the Province of Alberta in 1924, but the ban on liquor advertising in newspapers has remained. However, through the use of billboards, radio and other media, the breweries and ginger ale makers have kept their products before the public with marked success, and it is unlikely they or the tv stations will offer any exceptionally loud protest over the latest ban.

There is still a cordon of varying rules and regulations around Albertans concerning liquor, and the government, in spite of its implied objection to liquor, receives a substantial profit from sales, which total about $16,000,000 annually. #

F. W. Stetson, S. C. Bernsley Named LaRoche Executives

C. J. LaRoche & Co., New York, has expanded its marketing department with the appointment of F. Winslow Stetson Jr. as vp and marketing director and S. Cecil Bernsley as marketing executive.

F. W. Stetson Jr.

S. Cecil Bernsley

Mr. Stetson formerly was a director, vp and management representative of Needham, Louis & Brorby. Before that he had been a vp and account supervisor with Bryan Houston Inc. and Foote, Cone & Belding. Mr. Bernsley was formerly in the marketing department of Ted Bates & Co.

Kastor, Hilton Names Stephens, Adds Drug Guild Account

Richard Stephens has resigned as a vp of Doner & Peck, where he has been since 1957, to join Kastor, Hilton, Chesley, Clifford & Atherton, New York, as vp and director of public relations, effective Nov. 1. He will continue as a public relations consultant to Arthur D. Little Inc., industrial consulting company, a post he has held for the past five years.

Kastor, Hilton has been named to handle advertising for Drug Guild, voluntary chain of 125 drug stores in the New York area.

Nielsen Promotes Pyle

James Pyle has been appointed branch manager of A. C. Nielsen Co.'s new office in Green Bay, Wis. He has been with Nielsen since 1948. Assisting Mr. Pyle will be Robert Rupp and James Ferris, who will move to Green Bay from Nielsen's office in Fond du Lac, Wis.

Oysters à la Rockefeller

OLD NEW ORLEANS FAVORITE

As served in the 1840 Room at Antoine's by John Ketry

WWL-TV...new NEW ORLEANS FAVORITE

Things are changing fast in the three-station New Orleans market. WWL-TV now leads in practically all important time periods . . .

Sunday thru Saturday

	WWL-TV %	Sta. B %	Sta. C %
August ARB			
6-10 p.m.	40.4	40.1	18.9
10-midnight	49.1	40.6	10.7
August Nielsen			
6-9 p.m.	42.0	39.0	17.0
9-midnight	50.0	37.0	11.0

And WWL-TV personnel lead in experience — *competitive* experience gained in TV markets coast-to-coast.

Represented nationally
by the Katz Agency

WWL-TV CBS
NEW ORLEANS

Here's how to make it:

The original recipe is a closely guarded secret of Antoine's, but here's one that gives fine results. Serves 4.

Melt 4 tbsp. butter in saucepan and add 4 tbsp. minced raw spinach, 2 tbsp. each of onion, parsley, celery—all chopped fine—3 tbsp. bread crumbs, 1 dash Tabasco, 1/3 tsp. any absinthe substitute, salt to taste. Cook 15 minutes; stir constantly. Press through sieve and set aside. Fill 4 pie pans with rock salt and place on top of each 6 freshly opened oysters on half-shell. (Total 24 oysters.) Spoon sauce on each oyster; place under broiler until sauce begins to brown. Serve with bottle of very cold Chablis wine.

Gearhart Succeeds Father

George A. Gearhart has been named general manager of the *Northwest Arkansas Times*, Fayetteville, to succeed his father, the late Sen. E. Gearhart. Mr. Gearhart, who has been advertising manager of the *Times* since 1951, also will serve as advertising director and as a member of the board of directors of the publishing company. Norbert D. Roach, a member of the advertising staff since 1954, has been named advertising manager.

Frito Promotes Murphy

Charles Murphy, formerly merchandising manager of Frito Co., Dallas, has been named advertising and merchandising manager of the company's southwestern division. William H. Prince Jr., former account director of Campbell-Mithun, Minneapolis, has joined Frito to succeed Mr. Murphy as merchandising manager.

BORDEN's
VERY BIG ON FLAVOR
Borden Milk

ELSIE, 20 YEARS LATER—*On the left is Elsie, the Borden cow, in her consumer debut in the May 1, 1939 issue of Life. On the right is the current Elsie ad, introducing a new theme, "Borden's Very Big on Flavor." In past months, Elsie and family have been appearing as manikins, but the new campaign returns them to almost human form, as originally created by artist Walter Early. Young & Rubicam, New York, is the agency.*

Mayfair to Butcher-Sherwood

Mayfair, Milwaukee, which says it is Wisconsin's largest shopping center, has appointed Butcher-Sherwood, Milwaukee, as its agency. The Mayfair acquisition brings Butcher-Sherwood's billings to about $250,000. The agency was formed in March by Bruce Butcher and Edwin J. Sherwood.

Chapin Joins Thompson Ramo

Wells R. Chapin has been appointed to the new post of manager of marketing of Dage Television division of Thompson Ramo Wooldridge Inc., Michigan City, Ind. Mr. Chapin formerly was northeastern regional sales manager of General Electric Co.

Fouriezos Joins Russell

Nicholas T. Fouriezos, formerly with Crossley S-D Surveys, has joined Russell Marketing Research, New York, as vp in charge of client services.

WTRF-TV STORY BOARD

An old gambler was talking to his son as he lay dying. "Son, promise me you'll never touch a card. Above all, never play blackjack. It's a game that will cost you a fortune, waste your time, ruin your health and cause you untold moments of anguish and pain. Do you promise me, here on my dying bed, with the merciful angel of death hovering about and Almighty God as a witness, that you will never play blackjack?"

"Yes, father," muttered the pious son.

"And remember," shouted the old gambler, "if you must play, always be sure to take the bank!"

● There's no gamble when you schedule a spot campaign on WTRF-TV. It is beamed to a 36-county area in the prosperous Upper Ohio River Valley, where industrial diversification provides 2 million people with 2½ billion spendable dollars annually. Like the old gambler says, "It's just like taking the bank." The George P. Hollingbery people will be happy to give you all the details.

CHANNEL SEVEN ● WHEELING, WEST VIRGINIA

SAN DIEGO CALIFORNIA

ASTRONAUTS MEET ATLAS — *Six of the seven American Astronauts were photographed with the Atlas missile during a September tour of the Convair-Astronautics plant in San Diego. Shown (from left) J. P. Hopman, factory manager for Convair (Astronautics) Division, General Dynamics Corp.; Lt. Comdr. Alan B. Shepard Jr., USN; Lt. Malcolm Scott Carpenter, USN; Capt. Virgil I. Grissom, USAF; Lt. Col. John H. Glenn Jr., USMC; Capt. Leroy G. Cooper Jr., USAF, and Lt. Comdr. Walter M. Schirra, Jr., USN.*

THE ATLAS, THE ASTRONAUTS – AND HISTORY IN THE MAKING!

Mercury Astronauts saw the Atlas missile in production for the first time on September 21, 1959, at the Convair-Astronautics plant in San Diego. This historic encounter — a meeting of men and the missile which will propel them into space — is one more milestone in San Diego's ascent to world prominence as a center for scientific research and development.

This Southern California metropolis is a leader in the manufacture of aircraft and missiles. It is a focal point for advanced research, both pure and applied. And it is a market with a strong and stable economy which has flourished since California began. Diversified industry, agricultural riches, permanent military activity, and year-round tourism contribute to continued growth and solid prosperity.

Sell San Diego — third largest market in the western states and fastest growing metropolitan area in the nation — through two dominant dailies: **The San Diego Union** and **Evening Tribune.** Combined daily circulation exceeds 200,000 (215,192 ABC 3/31/59). Readership, according to Facts Consolidated, is 84.4%, unduplicated.

The San Diego Union | EVENING TRIBUNE

"The Ring of Truth"

COPLEY NEWSPAPERS

15 Hometown Newspapers covering San Diego, California—Greater Los Angeles—Springfield, Illinois—and Northern Illinois. Served by the COPLEY Washington Bureau and the COPLEY News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Defends Olivetti Design School Against Attack by Armstrong

To the Editor: How many letters of angry protest reached ADVERTISING AGE's office following Andy Armstrong's previous attack (AA, June 9, '58) on design in advertising, I do not know. My letter was the only one published. Somehow, I doubt that they were as numerous as he indicates in the Sept. 21 issue . . . Nevertheless, as one whose words apparently carried a distillation of thousands of others, may I take this opportunity to rebuke the "More About Design" essay? . . .

It will be remembered that the original article, concerning the Olivetti ad, was in essence, that proponents, or even admirers, of such a school of advertising should really be relegated to silver enameling, pottery and weaving . . . Now, more specifically, we are beatnicks or on the fringe thereof. How Giovanni Pintori and George Guisti got here is a little obscure; how Andy read into my reply that he was a slob is even more so. Having met him on several occasions I could never associate Andy with the type of person who feels uncomfortable unless he smells his companion's feet.

That he has reached a rather pathetic stage of hardened prejudice, however, *is* quite evident. Very like Anna Pavlova, who declared that she "wouldn't dance to such horrible music," referring to Igor Stravinksy's "Oiseau de Feu" and "Petrouchka." That was in 1911. Generous minded persons can sympathize with her because it was a far leap for one accustomed to perfecting *pas de deux* amid tinkling melodies . . .

We cannot be so generous with Andy. The wave of the future has been clearly evident for many years. The battle has been won. But Andy displays a perfect genius for selecting the wrong companies and the wrong ads to criticize.

The Olivetti concern typifies perfectly the magnificent integration of modern corporate concept as propounded thirty and more years ago by the Gropius group in Germany. In the Olivetti realization it even includes the socio-economic position of corporation responsibility to the community. Everything pertaining to the company, or emanating from it, from letterhead, to product, to architecture (worldwide) represents a unified whole in projection. Thus, one ad is a mere trifle designed only to arrest the attention of indifferent readers: to make them see the name Olivetti again in the flow of ideas selling its products . . .

Today, in America, there is abundant proof that the Olivetti concept is being reproduced by a host of money-conscious managements. Olin Mathieson is merely a recent joiner, Mr. Guisti only a variation on Mr. Pintori; as are Lester Beall, Sol Bass, Paul Rand, Will Burtin, George Nelson, to name a notable few. To me it is wonderful to see—applying as it does to every type of product; clocks, medicine, furniture, steel, aluminum . . .

Fairless is a little different from Gary. Products of steel are sold with modern money. Most of the giants in industry, it seems to me, are using design as a purely utilitarian function; as useful, really, as protein in the diet. The only place that design has become holy is the extreme modernism found in the churches springing up in the most unexpected places. Maybe Andy couldn't find God there—but they're here to stay. And so will be the youngsters who, if he attempts to lecture them in the old ways, may look at one another wisely, then form squares in the air with their index fingers.

John Colman,
Catalog Engineers, Chicago.

• • •

Don't Forget Grocery Sacks

To the Editor: In your issue of Aug. 31 you have a story—fine, as usual—regarding the oil industry centennial.

In listing the forms and varieties of promotion, you will recognize how conspicuous is the absence of the SAC program—since the message you see attached went onto 1,200,000 grocery sacks through chain and independent grocery outlets.

A&P
OIL'S FIRST CENTURY
-BORN IN FREEDOM
WORKING FOR PROGRESS

Stanley C. Baron,
Supermarket Affiliates Corp.,
New York.

• • •

Winning Lines Should Be Told

To the Editor: Announcing winners of its Ulcer Gulch limerick contest (AA, Sept. 28) *The Saturday Evening Post* declared that Anne Foster's first prize winning line was "forever a secret" between her and the judging agency.

Such secrecy, I believe, is the main fault with most contests. That complaint is also stressed in a survey reported in the same issue of AA (Page 20).

Judging agencies like to boast of their skill in selecting winning entries. Why, then, don't they have the guts to reveal their selections—regardless of timid sponsors who fear the reaction of disgruntled losers?

Such fear of sorehead complaints has been proven groundless by a few brave sponsors—like the makers of Burma-Shave—who received only praise and thanks for publicizing their winning entries.

Postal authorities should decree that all contests conducted by mail must reveal major prize winning entries. Far from hurting contests, that requirement would do much to gain them greater respect and popularity.

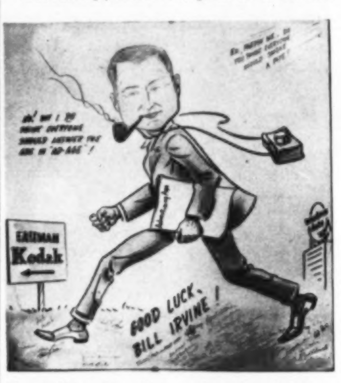
Allen Glasser,
Brooklyn, N Y.

• • •

'AA' Classified Led to Kodak

To the Editor: Attached is a graphic testimonial to the effectiveness of your classified ads! Actually something more than 16x20" in size, and in glorious color, this going away card was given me by the fine folks in the Western Auto advertising department.

Actually, the new job is with the Rumrill Co. here in Rochester, working on the Eastman Kodak account. AD AGE gets all the credit . . . it's the job I've been dreaming about!



Thank you very much!

William R. Irvine,
Rochester, N. Y.

• • •

Truckers' Ad Is 'Terrific'

To the Editor: When my wife comments on an ad as being terrific (other than my own, of course) I *know* it's good. I am referring to the terrific ad in the Sept. 19 issue of *Saturday Evening Post* by the American Trucking Assn., "Three Things in this picture were not delivered by a truck!" It's wonderful, but I think ATA missed a good bet by not taking some sort of reluctant and modest credit for having had something to do with the *equipment* that made those *three deliveries possible.*

Only three things in this picture are not brought to you by truck…
CAN YOU FIND THEM?

It's a refreshing ad . . . and ads of this nature always bring to my mind a forerunner of not too many years ago . . . "Every Trucker knows a rolling ball is always followed by a running child." I think they deserve some commendation.

John A. Schon,
Beach City, O.

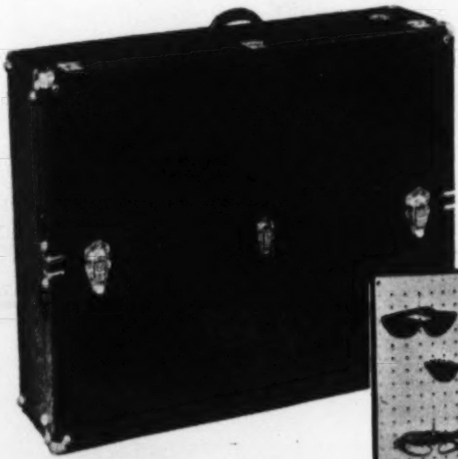
• • •

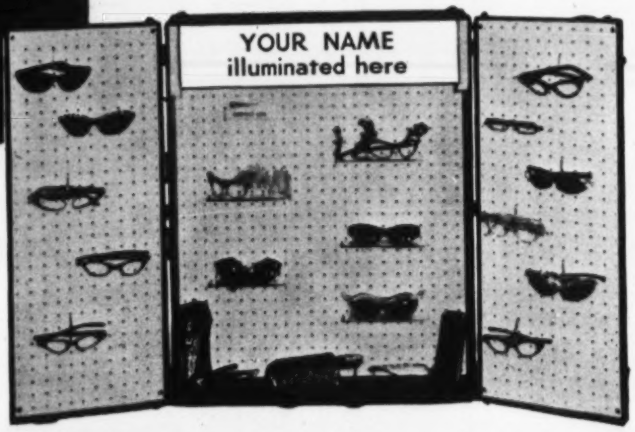
'Sympathizes' with Gilbert

To the Editor: Please extend my sincerest sympathy to the stultifying, unimaginative Mr. Gerald F. Gilbert Jr. of Atlas Mineral Products Co., who apparently is

Introducing "MR. SHOWOFF"
the ship-or-carry portable display

OPEN THE DOORS . . . *Ready to Show*
CLOSE THE DOORS . . . *Ready to Go*





"MR. SHOWOFF" features

- A handsome, sturdy Leatherette outer covering
- Plywood construction
- Tarnish-free Brass Hardware
- Long lasting lacquered pegboard interior
- Your name on fluorescent illuminated Plexiglas
- Well lighted interior
- Dimensions:
  CLOSED — 25" x 31" x 8"
  OPEN — 31" x 48"

ANYTIME or ANYWHERE — show your product visually with "MR. SHOWOFF" at your side. "MR. SHOWOFF" is versatile. At trade shows, sales meetings, personal customer contacts, group instructions, educational forums.

Compact and lightweight, "MR. SHOWOFF" may be carried by sales representatives or economically shipped by rail or air.

Modern design. Open "MR. SHOWOFF" in a matter of minutes. A desk, table or any small area is sufficient room to open and display with "MR. SHOWOFF".

FOREMOST DESIGNERS AND BUILDERS OF SELF-CRATING EXHIBITS

A PRODUCT OF
Display Creators, INC.

1220 S. Michigan Ave., CHICAGO 5, ILL.
WAbash 2-6128

PLEASE SEND US "MR. SHOWOFF" . . . the ship-or-carry portable display . . . in the QUANTITY INDICATED BELOW:

2 to 5 units @ $115.00 each* .... ______ (Units)

6 to 10 units @ $110.00 each* .... ______ (Units)

11 or more units @ $105.00 each* .... ______ (Units)

1 sample unit @ $135.00* .... ______ (Units)

(* all prices F.O.B. Chicago)

Hand-letter this name on the illuminated plexiglas panel:

____
(Please print)

Company:______________________________

Address:______________________________

City:______________ Zone:______ State:__________

Your Order No.______________________ Phone:__________

Authorized Signature:______________________________

not only severely lacking in aesthetic appreciation, but is also shunning life itself (revealed in AD AGE, Aug. 31).

Only a man of Mr. Gilbert's caliber, who is "particularly crazy about pictures of pretty girls in absolutely nothing at all," could find fault in portraying the beauty of life with a symbol of death.

"This is becoming an increasingly candid world," as quoted from AD AGE. It's about time you got out from hiding behind your *Playboy* and faced facts, Mr. Gilbert.

F. Douglas Hayden,
President, Hayden Advertising Inc., Montclair, N. J.

P.S. Our thanks, however, to Mr. Gilbert for his comments. They extended the scope of our advertising much further than we anticipated.

• • •

Moderation Campaign Might Benefit Tobacco Industry

To the Editor: As a cigaret smoker for many years I advance my thoughts and theories on what I call "The Great Filter Hoax." Nicotine is a well-known, habit-forming drug. The body of a smoker acquires a craving for a certain daily intake. By smoking filtered cigarets the doses are smaller but more frequent. The same for tars and whatever else tobacco smoke contains. Each day the cigaret smoker obtains his daily requirement, filter or no. The only way to cut down is to stop smoking, which, of course, is exactly what no cigaret manufacturer desires.

Filtered cigarets contain less tobacco yet cost more. And the filter smoker soon finds himself using two packs a day where one pack of short, hot, unfiltered cigarets used to suffice.

The distilling industry frequently has sponsored ads for moderation and temperance. I have yet to see such an ad by the tobacco interests. In fact it seems that any attempt to stem the increasing use meets with opposition unlimited.

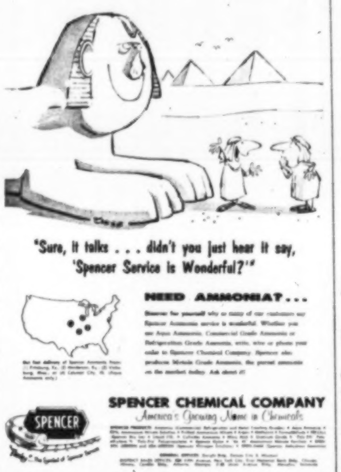
Perhaps the industry could do untold good for itself through such a campaign directed especially to the young and to those who wish to cut down. And perhaps some manufacturer will yet have the courage to produce a pleasant-tasting, nicotine-free cigaret that by its very use will help those nicotine addicts.

Peter W. Mesner,
Copy Director, Taylor Jessop Advertising Co., Akron.

• • •

Ode to the Adman Creative

To the Editor: Seeing these two ads in the same issue of one publication prompted the following Ad Verse Muse-ing:


"Sure, it talks . . . didn't you just hear it say, 'Spencer Service is Wonderful?'"

NEED AMMONIA? . . .

SPENCER CHEMICAL COMPANY
America's Growing Name in Chemicals

The life of the adman creative
Is stranger than anyone thinks;
In an effort ratiocinative
Two such had a go at the Sphinx.
The results merely prove this great truth
(An axiom stern and immutable):
That the ways of the adman, forsooth,
Like the Sphinx's, are weird and inscrutable.

John Bernard Lundy,
Chicago.

Wyandotte CHEMICALS
MICHIGAN ALKALI DIVISION

• • •

Her U. S. Keds Will Save Her

To the Editor: What's in a brand name?

While discussing the possibility of an Indian attack on the Griffith Park miniature train, five-year-old Katy appeared unworried. Kate capsuled it, "Those old Indians just don't know how fast I can run . . . in my U. S. Keds."

The moral seems to be: When Injun trouble looms, rely on brand-name merchandise.

Bill Graydon,
Los Angeles.

Lachner Likes OBA Reporting

To the Editor: All of us at Babbitt would like to thank you for your interest and the good reporting on our Own a Bit of America program.

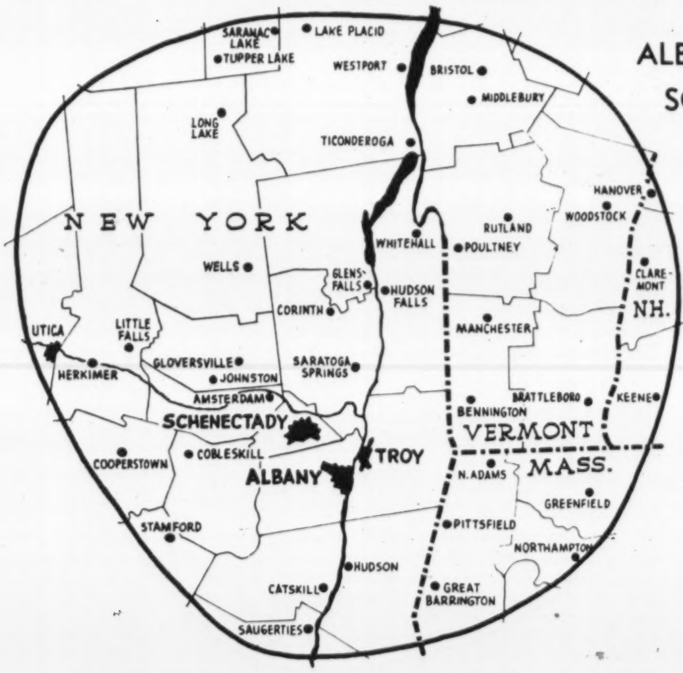
It has already had an excellent effect in several markets on our business and I am sure as time goes along it will improve considerably.

We learned at a luncheon the other day with Bill Nichols, editor and publisher of *This Week Magazine*, that the American housewife is very interested in this matter of inflation and is willing to cooperate if she is just told how. And we intend to do just that. Our successful venture in Washington did a lot to spark this program.

Marshall S. Lachner,
President, B. T. Babbitt Inc., New York.

The $3 BILLION GOLDEN CIRCLE

ALBANY
SCHENECTADY
TROY



CHANNEL 13

WAST ALBANY, N. Y.

This new station is engineered to deliver the market covering eastern New York, western Massachusetts and parts of Vermont and New Hampshire. It provides a sales potential of $3,495,571,000.00 consumer spendable income. And that's cash register money! Food sales alone are over $615 million; drugs over $72 million.

Exclusive ABC for most of its coverage. Investigate . . . write, wire or phone today.

Represented by H-R TELEVISION, Inc.

SECRET WEAPON OF AMERICAN BUSINESS NOW WAITING IN 604 FREEZER VAULTS!

(CENSORED)

WASHINGTON, D.C. (CG) - Informed sources [redacted] revealed today the existence of a hitherto-classified new weapon known as the CandyGram.

The CandyGram was described [redacted] as a personal telegram that is actually the cover of a box of luxury chocolates, delivered from 604 freezers in Western Union offices throughout the nation.

FRIGHTENING NEW SALESPOWER

The CandyGram, it was said, arms the nation's businessmen with frightening new salespower. Directed at clients, customers, prospects, dealers, and the like, the CandyGram totally [redacted] immobilizes the victim.

The first [redacted] symptom is a broad smile, followed by such outcries as "Well, I'll be darned!", "Say, that's pretty clever!" or "Now, that's really thoughtful!"

CAN BE LAUNCHED RAPIDLY

It was further stated that CandyGrams can be launched with terrifying [redacted] speed, in any number into the thousands. The launching [redacted] technique is remarkably simple--just a [redacted] call to Western Union; or direct by Deskfax or Teleprinter.

With the holiday season rapidly approaching, it was stated that this new weapon would be deployed [redacted] far and wide in the business world as greetings and gifts.

NO KNOWN ANTIDOTE

There is, it was added, no known [redacted] antidote for the CandyGram. Its effects are permanently beneficial.

CANDYGRAM®
the world's sweetest message

2 lbs., $5, 1 lb., $2.95, plus cost of telegram. To order 1 or 1,000, just call Western Union. And charge it, of course.

CANDYGRAM, INC., 611 N. SACRAMENTO BLVD., CHICAGO 12

Lakeside Names Evans

Howard D. Evans has returned to Lakeside Laboratories, Milwaukee pharmaceutical producer, as director of advertising and promotion. For the past three years Mr. Evans has been in charge of advertising for the parenterals division of Mead Johnson & Co., Evansville, Ind., Mr. Evans succeeds Wyman Guin, who has been named vp for marketing. Lakeside also has promoted Mrs. Helen Martin from assistant advertising manager to advertising manager.

Too Busy to Keep Up With Your Reading?

Press Clippings can solve your problem if there simply aren't enough hours in the day to permit you to read the trade papers, magazines and newspapers you know you should. Many busy men have us spot and send them information on subjects of interest to them.

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)

NEWSPAPERS • MAGAZINES • TRADE PAPERS

'Time' Boosts Valk

Garry Valk, formerly assistant ad manager of *Time*, New York, has been appointed advertising manager with responsibility for national sales of the magazine, a new post.

Albany Felt Names Johnson

Albany Felt Co., Albany, N. Y., manufacturer of paper machine felts, has named Doug Johnson Associates, Albany and Syracuse, as its agency.

Another $1,000,000 From Schenley Keeps Bourbon Group Going

New York, Oct. 20—On completion of its first year of activity the Bourbon Institute has been given a vote of confidence by the board of directors of Schenley Industries, which will continue its sponsorship of the institute for a second year, to the extent of $1,000,000.

This amount duplicates the sum originally pledged to support the institute during its first year by Lewis S. Rosenstiel, chairman of Schenley, when he launched the institute last October (AA, Oct. 13, '58).

Admiral William J. Marshall, president of the institute, in making the announcement of Schenley's continuing sponsorship, frankly said that no other distillers have been invited to become members. When additional members are sought, he said, their contributions will be used to supplement the amount already pledged by Schenley.

■ In the report of its first year of activity, the institute noted that bourbon sales have increased 6.6% during the first six months of 1959 over the same period of '58. In the middle eastern states, traditional stronghold of blended whisky, bourbon sales reportedly increased 15%.

In advertising, the institute has used *Life, Look* and *The Saturday Evening Post*, plus metropolitan daily newspapers in approximately 37 metropolitan market areas. McCann-Erickson is the agency. The report notes that many distillers of bourbon have increased their own advertising and promotion budgets in support of the institute's campaign.

Extensive publicity has been carried on for the institute by Communications Counselors, a subsidiary of McCann-Erickson, and during August and early September, a bourbon month promotion received strong merchandising and sales promotion support. A total of 2,200 retailers in 37 markets participated, the report says.

■ In the international field, the institute has launched a campaign to end trade restrictions against imports of American whisky by foreign countries.

Currently the institute is engaged in (1) developing a library on bourbon whisky; (2) preparing a history of bourbon which will become a part of the library, and (3) conducting a survey of consumer attitudes toward bourbon and a survey to determine the flavor characteristics of fine bourbon in contrast to other whiskies, which, it is hoped, will help the institute to develop a new descriptive vocabulary for bourbon for use in advertising and promotion.

LOOK
Narragansett

LIFE SIZE—*Narragansett Brewing Co., Providence, R.I., is using wall dioramas, showing a girl holding a copy of Look, to advertise the fact that the brewer is using regional editions of the magazine. The Saturday Evening Post will be added to the promotion later. Einson-Freeman Co. created the diorama.*

MOONSHINE BIG BUSINESS, BEVERAGE GROUP REPORTS

New York, Oct. 20—Moonshining has become big business.

Moonshiners picked up about $1 billion last year from the sale of 55,000,000 gals. of illicit liquor That was about 25% of all liquor Americans drank in 1958. Cost to the government in taxes is estimated at more than $750,000,000.

These facts are presented in a new survey just released by Licensed Beverage Industries Inc. on the extent of illegal production and distribution of alcoholic beverages.

The survey indicates that the day of the romantic moonshiner operating in secluded hollows of the southern Appalachians is virtually a thing of the past. His place, the survey says, has been taken by big-time syndicates. Only 14% of southern moonshine is now produced by amateurs, it is estimated.

■ Between 40,000 and 60,000 persons are now engaged in the illicit production of liquor, and another 150,000 make either a full or parttime livelihood selling untaxed booze, the report says.

While most moonshiners still operate in the southern states, the survey reports, they are becoming increasingly active in New York, Pennsylvania, New Jersey, Maryland, Delaware, Michigan, Oklahoma, Illinois, Indiana and Ohio. Last year 20,655 moonshine stills were raided by federal, state or county authorities, the study reports. The post-Repeal high of 25,600 successful raids was set in 1956.

Thomas J. Donovan, president of LBI, said that more criminals are engaged in the illicit liquor traffic than in any other form of organized crime, including narcotics, counterfeiting and gambling. #

Pharmaceuticals Appoints Fred Sands, Grant Stinchfield

Fred Sands has been named director of marketing of Pharmaceuticals Inc., and Grant Stinchfield has been named sales promotion manager of Pharmaceuticals and J. B. Williams Co., New York, both new positions.

Fred Sands

Grant Stinchfield

Before joining Pharmaceuticals, Mr. Sands was with Whitehall Laboratories and Mr. Stinchfield was with Warner-Lambert Pharmaceutical Co.

WFBM-TV more than doubles your Indianapolis potential

for every 10 "food dollars" spent in Indianapolis Trading Area . . . there are $13 spent in its Satellite Markets.

More mouths to feed mean more money being spent for groceries . . . and there simply are more people in the Satellite Markets than in the 18-county Indianapolis Trading Area. That's why this big Mid-Indiana television market *is* different!

Where else will you find satellite markets that are 15% richer and 30% bigger than the Metropolitan Trading Zone itself? Where else do you find such a widespread area covered from *one* central point . . . and by just *one* station with no overlapping basic affiliates of the same network?

WFBM-TV dominates Mid-Indiana, because it is the only basic NBC outlet penetrating this market. Nielsen Coverage Study #3 confirms these facts. Let us show you how to test regional marketing ideas with amazing results.

Represented Nationally by the KATZ Agency

only basic NBC coverage of America's **13th TV Market**—*760,000 TV homes.*

INDIANAPOLIS—Major retail area for 18 richer-than-average counties. 1,000,000 population—350,600 families *with 90% television ownership!*

11 SATELLITES—Each market within WFBM-TV's verified coverage . . . Marion • Anderson • Muncie • Bloomington • Vincennes • Terre Haute • Danville, Illinois • Lafayette • Peru • Logansport • Kokomo.

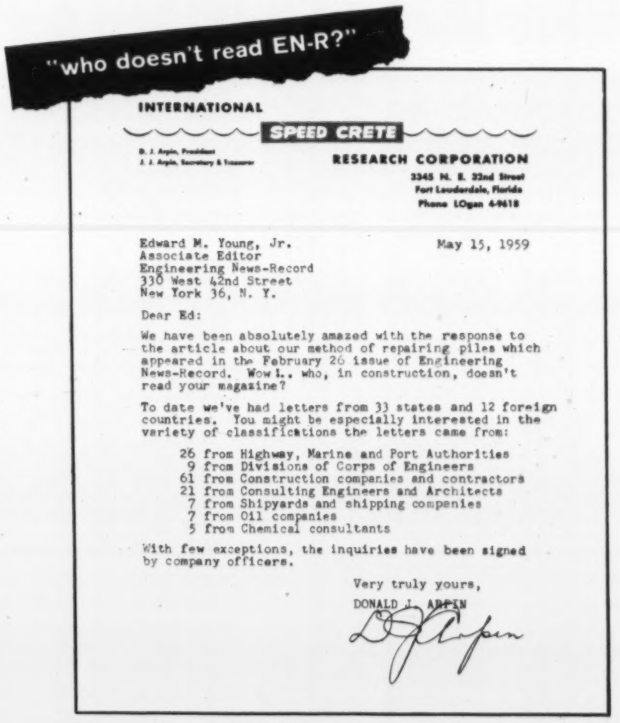
CHANNEL 6
WFBM TV
INDIANAPOLIS

OUR 10TH ANNIVERSARY

WNJR
negro radio for metro new york

Skindivers become construction men...

A story that built a business overnight


"who doesn't read EN-R?"

INTERNATIONAL
SPEED CRETE
RESEARCH CORPORATION
D. J. Arpin, President
J. J. Arpin, Secretary & Treasurer
3345 N. E. 32nd Street
Fort Lauderdale, Florida
Phone LOgan 4-9618

May 15, 1959

Edward M. Young, Jr.
Associate Editor
Engineering News-Record
330 West 42nd Street
New York 36, N. Y.

Dear Ed:

We have been absolutely amazed with the response to the article about our method of repairing piles which appeared in the February 26 issue of Engineering News-Record. Wow!.. who, in construction, doesn't read your magazine?

To date we've had letters from 33 states and 12 foreign countries. You might be especially interested in the variety of classifications the letters came from:

26 from Highway, Marine and Port Authorities
9 from Divisions of Corps of Engineers
61 from Construction companies and contractors
21 from Consulting Engineers and Architects
7 from Shipyards and shipping compenies
7 from Oil companies
5 from Chemical consultants

With few exceptions, the inquiries have been signed by company officers.

Very truly yours,
DONALD J. ARPIN
D J Arpin

A Florida engineering firm developed a new construction technique utilizing skindivers and a new quick-drying mortar. And though their method had many important advantages, the firm's progress was modest until Ed Young heard about them. Ed is an EN-R editor. He's also had 17 years experience in pile-driving and foundation construction. Thus, Ed quickly recognized the many applications of the method and went to work on the story. He followed one of their jobs through from beginning to end and then re-checked it a month after completion. He obtained laboratory reports and other test results. Finally satisfied, he wrote the story and it was published in a recent issue of Engineering News-Record.

Within two weeks after the story broke, inquiries poured in about using the product on the Panama Canal, the Niagara Power Project, the piers of San Francisco, the Susquehanna River and on many other waterways and ports throughout the country. From South America, Japan, Hawaii, Alaska and from practically every state in the union came inquiries about use of the product as well as applications to be licensees. In short, practically overnight the engineering company had a worldwide business on its hands... all because of one article in Engineering News-Record.

What does all this mean if you sell to construction? Simply this: To sell successfully in construction you must *communicate*. And the basic medium of communication in the construction industry is Engineering News-Record... the one magazine that puts you in touch with practically every important construction man in this country and most of the world.

You sell the men who build America through

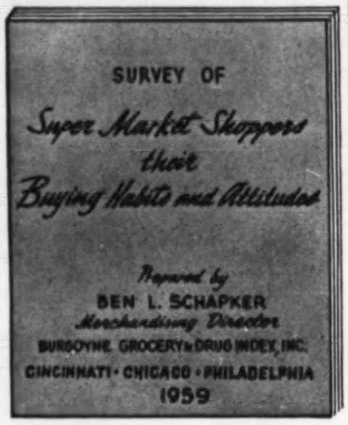
ENGINEERING
THE CONSTRUCTION WEEKLY
NEWS-RECORD

A McGraw-Hill Publication
330 West 42nd St., New York 36
Member ABP-ABC

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

Ring bells, honk horns, blow whistles—Burgoyne's sixth Annual **Survey of Super Market Shoppers** is hot off the press and ready for distribution to the avidly interested—and to the just plain curious.



SURVEY OF
Super Market Shoppers
their
Buying Habits and Attitudes

Prepared by
BEN L. SCHAPKER
Merchandising Director
BURGOYNE GROCERY & DRUG INDEX, INC.
CINCINNATI · CHICAGO · PHILADELPHIA
1959

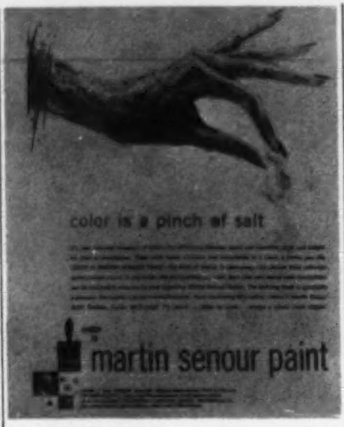
As in years past, the 1959 Survey was prepared by Ben L. Schapker, our merchandising director and a man with over 30 years' experience in the retail grocery business. Five established test cities served as information centers for the study, and more than 1,890 shoppers gave answers to questions such as—"Which super markets do you shop and at which do you buy most of your food . . . what don't you like about super markets and how can they be improved . . . whose food store advertising do you remember . . . which super markets do you think have the best quality?" And these are just a few of the questions covered. We mention them merely to give you an idea of the value of this study.

* * * *

This Super Market Survey, of course, is made primarily as a special service to top management among chain and independent super market operators. On the other hand, it has abvious usefulness to manufacturers and their agencies, or we wouldn't get so darn many requests year after year after year from advertiser and agency people. If you, too, would like to arm yourself with the arsenal of facts contained in Burgoyne's new Survey of Super Market Shoppers—clip a crisp dollar bill onto your letterhead and send it to the address below. We'll ship your Survey postpaid.

Burgoyne
GROCERY & DRUG INDEX, INC.

FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO



color is a pinch of salt
martin senour paint

FEMALE APPEAL—*Semi-abstract technique used last year by Martin-Senour Co., Chicago paint manufacturer, is used again in fall ads aimed at women. First ad is a color page, appearing during October in Better Homes & Gardens, House Beautiful, Living for Young Homemakers and Sunset Magazine. MacFarland, Aveyard & Co. is the agency.*

September Sales of Chain Stores

	September 1959	September 1958	% Gain or Loss	9 Months 1959	9 Months 1958	% Gain or Loss
VARIETY AND MISCELLANEOUS						
Beck Shoe	$ 5,228,724	$ 4,729,773	+10.5	$ 41,363,075	$ 40,212,041	+ 2.9
Edison Bros.	11,803,805	10,225,287	+15.4	87,253,948	76,498,832	+14.0
Fishman, M. H.	1,247,327	1,210,662	+ 3.0	10,164,821	10,200,819	— 0.4
Gamble-Skogmo Stores	13,410,122	11,470,398	+16.9	106,469,307	86,035,356	+23.8
Grant, W. T.	37,902,997	32,552,337	+16.4	302,904,437	267,037,461	+13.4
ᵇHartfield Stores	1,955,952	1,555,245	+25.8	14,854,919	13,071,554	+13.7
ᵇ†Howard Stores	1,858,180	1,876,742	— 1.0	16,930,014	16,648,805	+ 1.7
ᵇ†Interstate Dept. Stores	7,211,355	4,973,307	+45.0	51,774,013	39,039,231	+32.6
Kinney, G. R.	8,701,000	6,169,000	+41.0	56,988,000	46,258,000	+23.2
Kresge, S. S.	32,118,930	31,008,448	+ 3.6	263,158,425	248,503,931	+ 5.9
Kress, S. H.	10,799,584	12,644,889	—14.6	99,588,038	102,687,746	— 3.0
Lane Bryant Inc.	6,246,889	6,105,504	+ 2.3	55,227,901	51,933,638	+ 6.3
Mangel Stores	5,067,850	3,826,719	+32.4	30,943,076	24,162,226	+28.1
McCrory-Mclellan Stores	13,346,748	13,306,824	+ 0.3	116,217,648	111,423,956	+ 4.3
Melville Stores	16,877,363	14,655,078	+15.2	99,311,243	89,259,090	+11.3
ᵇMercantile Stores Inc.	13,113,000	12,393,000	+ 5.8	96,271,000	90,430,000	+ 6.5
ᵃMiller-Wohl Co.	3,385,995	3,126,907	+ 8.3	6,761,826	6,421,529	+ 5.3
Murphy, G. C.	18,397,978	16,171,767	+13.8	154,551,807	134,038,793	+15.3
Neisner Bros.	5,381,636	5,288,917	+ 1.8	45,184,847	43,662,476	+ 3.5
ᵇPenney, J. C.	120,989,980	108,039,453	+12.0	845,719,721	779,111,794	+ 8.6
Rose's Stores	3,191,047	2,781,130	+14.7	24,190,785	19,331,812	+25.1
††Shoe Corp. of America	8,581,960	6,983,875	+22.9	64,911,995	59,113,610	+ 9.8
Western Auto	23,312,000	18,564,000	+25.6	201,819,000	164,027,000	+23.0
White Stores	4,135,859	3,531,712	+17.1	38,158,119	32,763,344	+16.5
Woolworth, F. W.	73,257,699	69,570,195	+ 5.3	598,199,440	569,801,016	+ 5.0
Group Total	$ 447,523,980	$ 402,761,169	+ 1.1	$ 3,428,917,405	$3,121,674,060	+ 9.8
FOOD CHAINS						
Colonial Stores	33,394,039	31,827,027	+ 4.9	329,660,570	320,889,674	+ 2.7
Jewel Tea	34,950,373	32,080,062	+ 8.9	315,107,023	295,519,154	+ 6.6
Group Total	$ 68,344,412	$ 63,907,089	+ 6.9	$ 644,767,593	$ 616,408,828	+ 4.6
MAIL ORDER						
ᵇSears, Roebuck	355,811,931	337,147,649	+ 5.5	2,674,965,455	2,434,312,387	+ 9.9
Spiegel	14,761,200	11,259,497	+31.1	120,625,845	84,023,531	+43.6
ᵇMontgomery Ward	95,644,373	88,002,722	+ 8.7	756,071,243	663,221,898	+14.0
Group Total	$ 466,217,504	$ 436,409,868	+ 6.8	$ 3,551,662,543	$3,181,557,816	+ 1.6
DRUG CHAINS						
Peoples	7,073,109	6,324,381	+11.8	60,927,092	52,718,723	+15.6
Walgreen	24,029,031	21,831,221	+10.1	207,203,245	188,211,424	+10.1
Group Total	$ 31,102,140	$ 28,155,602	+ 0.5	$ 268,130,337	$ 240,930,147	+ 1.3
Combined Total	$1,383,761,167	$1,279,640,874	+ 8.1	$10,689,069,178	$9,678,906,769	+ 0.4

ᵃ2 Months ᵇ8 Months †1959 sales include sales of White Front Stores Inc., acquired April 1959.
††These figures do not include any sales of A. S. Beck Shoe Corp.

Market Researchers Fail to 'Enlighten' Top Brass: Ratner

CHICAGO, Oct. 20—Management and researchers must share the blame for the complacent attitude toward market research shown by many companies, in the opinion of a General Mills executive.

Joe E. Ratner, director of creative and marketing services at General Mills, told the Chicago chapter of the American Marketing Assn. last week that management uses market research primarily as a club or as a crutch.

And, he added, researchers are to blame for helping to foster this relationship by being lax in their relationship with top management and in failing to provide basic needs and information to document their function.

"The first responsibility in developing market research mentality is in the laps of management," Mr. Ratner said. But he added that management in many cases "does not understand or appreciate the scientific attitude, the attitude of inquiry, because they are basically action people."

▪ He suggested that researchers strive to improve communications with management, explaining the role they play—mapping out limitations as well as applications.

"There should be regular presentations on major matters of importance by research people to top management," Mr. Ratner said. "In many companies researchers do a terrific job that has top management implications, and then the only guys in the room [for a presentation] are the assistants to the assistant product manager.

"Management must adopt the attitude that marketing research is an investment, and not just overhead." #

14 Advertisers Sign for Ads on New York Buses

Fourteen contracts for advertising on the outside of the 2,200 buses operated by Fifth Avenue Coach Lines Inc. and Surface Transit Inc., New York, have been signed in the first full month since the ads first appeared Aug. 27, John E. McCarthy, president of both lines, said. All advertising for the two transit companies, whose buses travel 54,806,544 miles annually in Manhattan, Bronx and Queens boroughs within the city limits, is handled by Fifth Avenue Bus Advertising, a wholly-owned subsidiary of Fifth Avenue Coach Lines.

The two largest contracts, Mr. McCarthy said, are with *The Saturday Evening Post* for so-called king-size ads on 1,000 buses, and L&M cigarets, for large side panels on 1,740 buses. Although outside bus advertising has been an accepted medium for many years in major cities throughout the world, New York City banned bus advertising from 1907 until this year.

Prentice-Hall Issues New Edition of Advertising Book

The third edition of "Retail Advertising & Sales Promotion" by Charles M. Edwards Jr. and Russell A. Brown has been published by Prentice-Hall Inc. The edition contains a new chapter on television advertising, and new information on radio advertising and newspaper r.o.p. color ads.

Andrews Co. Moves Offices

Andrews Co. has moved into new offices at 510 N. Dearborn St., Chicago. Along with the move, Andrews has appointed Stanley J. Link media director. Mr. Link was formerly on the copy staff of Sears, Roebuck & Co.'s advertising department.

'Cosmopolitan' Boosts Leder

Bernice Kadish Leder has been appointed New England manager of *Cosmopolitan*, a new post. Mrs. Leder, formerly on the New York staff, will be based in Boston.

ABC-TV Boosts Two

Thomas Velotta, a vp of ABC-TV who has been assigned to its West Coast offices, has returned to the network's New York office where he will assume the new post of vp in charge of special programs. A successor to Mr. Velotta for the West Coast is not expected to be named. Henry W. Levinson, on the sales development staff of ABC-TV, New York, has been promoted to manager of sales development. He succeeds Robert Engelke, who has joined Ted Bates & Co. as a media supervisor.

Ritchie Agency Plans Move

Ritchie Advertising Agency, Houston, will move Nov. 1 to larger quarters at 3815 Garrott St.

NATA Moves N. Y. Office

National Assn. of Transportation Advertising has moved to 500 Fifth Ave., New York.

TOP READER INTEREST Confirmed!

Variety chain men BUY and READ Chain Store Age with year-after-year consistency!

Chain Store Age editorial leadership for 34 years is dramatically evidenced by its high percentage of ABC-audited paid subscription *renewals*—currently 85.06%[2], one of the highest in all publishing. And only Chain Store Age, in the variety field, *has* a renewal rate.

For the past ten years more than 80 out of 100 subscribers have told us, *with cash*, to "keep sending Chain Store Age." There's no surer proof of year-in, year-out "wantedness."

... proved by this 10-year record of RENEWAL RATES

1950	—	84.57%
1951	—	84.03
1952	—	85.46
1953	—	83.33
1954	—	86.24
1955	—	81.91
1956	—	83.53
1957	—	82.91
1958	—	84.19
1959[1]	—	85.06

1—Publisher's Dec. 31 statements for years shown.

CHAIN STORE AGE
Variety Managers Edition
CHAIN STORE AGE
Variety Executives Edition

TWO BOOKS
ONE RATE
ONE PLATE

TOTAL DISTRIBUTION: 24,117 ABC[2]

2—Publisher's statement 6/30/59

2 PARK AVENUE, NEW YORK 16, N. Y.
Boston • Chicago • Los Angeles

THE ONLY PAID-FOR MAGAZINES IN THE VARIETY FIELD

1

the number ONE magazines in your number ONE variety store market!

CHAIN STORE AGE
variety store magazines
Executives & Managers Editions
2 Park Avenue New York 16 N. Y.

BBDO Quizzes Magazines on Rate Inconsistencies

(Continued from Page 1)

media director at BBDO, said "some of the magazines are quite concerned about our letter and are calling for appointments to explain their position."

▪ Mr. Barrett said the sending of such a letter has "been under discussion at the agency for some time." He said a decision on what to do with the replies will have to wait until an analysis of them is made. He added, though, that questions in the letter "are questions being asked by a lot of clients."

The letter reads:

▪ "Since the first of the year an unprecedented number of rate increases have been announced by major publishing houses; your magazine is one of that number.

"Historically rate increases are announced along with increases in circulation guarantees, and this pattern is not changed in this new round of announcements. The distressing factor, however, is that these latest changes in page costs are in considerable excess of the announced circulation boost.

"We at BBDO and our clients are greatly concerned with this pattern; and while we fully recognize that manufacturing costs have been steadily rising, it is somewhat confusing when one publisher can announce new circulation heights with no addition in cost per thousand while another increases his drastically. Manufacturing and labor prices are fairly consistent across the nation, yet one publisher can eliminate bleed charges or offer split runs at practically no extra cost, while the other books appear to jump prices with little regard for the advertiser.

▪ "Every increase in cost per thousand causes clients to lessen their continuity in advertising or cut down the number of media used. I know you, as part of the advertising industry, fully acknowledge the importance of frequency in selling the product message. Nevertheless, every day we are faced with the problem of lessening frequency because of higher costs per thousand announced by magazines.

"We hasten to add that the print industry is not alone in this trend. Broadcast also has been charging more and delivering less. Nevertheless, this doesn't lessen the competing medium's responsibility in trying to keep its rates in line. Almost every BBDO client has had to increase the cost of its product within the past few years; yet very few have done so at the same rate of increase occurring in the magazine industry.

"If this trend continues, our advertising will suffer since of necessity we will have to prune our lists to fewer books with lessened continuity. No one will gain in this process.

"We would appreciate your comments on this trend and would especially be interested in hearing your justification for the newest round of increase in your magazine."

Forest Lawn Returns to DDB

Doyle Dane Bernbach Inc., Los Angeles, has been named to handle the account of Forest Lawn Memorial Park, Los Angeles, effective Jan. 1, 1960. DDB handled the account from 1953 to 1957, when it moved to McCann-Erickson. The account moved to Stromberger, LaVene, McKenzie, current agency, after a year at McCann.

Learn Management View, McCarthy Urges Media Men

(Continued from Page 1)

ences that people in agencies do not have.

▪ "We need to know more about the kind of business our clients are in and our own business. The business the client is in is making and selling a product and the business of managing—the business of business. It involves a special kind of language, where committees made decisions and not human beings. Advertising people must learn that language. The business of managing is something we have to know to make them feel we aren't strangers from another world."

▪ Mr. McCarthy said a good way to start learning the clients' language is for agencies to start practicing "dollar diplomacy." "I mean that when we make a $6,000,000 presentation to a client we ought to recognize that we're talking about six million profit dollars—we should not talk as though we were discussing marbles. When you talk money to people who have to figure out a way of making it and you are going to spend it for them, reflect an understanding of how much goes into earning that kind of dough."

Agency people must learn more about their own operations, too, said Mr. McCarthy, especially in developing "more perspective than agencies now have."

▪ He suggested that agencies establish systems of job rotation. "Take everyone on print and put him on broadcast," he said. "Then take everyone on broadcast and put him on outdoor. Do it once a year until everyone has had his perspective changed on individual media.

"Let's eliminate squatters' rights on assignments in agencies. It causes bias, dullness and staleness —tenure is the worst thing we have to contend with. We destroy the work we're doing for our customers.

"I don't want to talk to media people who are the voices of National Broadcasting Co. I want to talk to people who are going to reflect the management point of view about broadcasting and who also understand something about all media."

▪ Mr. McCarthy said ad agencies should train their people to know the ins and outs of producing and distributing various media.

"Ninety per cent of people in agencies haven't the foggiest idea of how media are actually produced and distributed. They know Standard Rate & Data, all right, but you'd be surprised the number of people who think, as an example, all these marvelous circulation gains that *Look* has been having, for instance, are because *Look* is a fine magazine and has vitality. It has, but you know that they bought *Collier's* unfulfilled subs—but how many people in your department know this?"

Media people should also be equipped to police the promotion mythology of the advertising business, said Mr. McCarthy.

▪ Agencies must substitute realism for the "can do spirit" in handling the client's advertising, Ted Levenson, vp of Benton & Bowles, told the media group. Mr. Levenson suggested that agencies and media planners should be more frank with the advertiser.

"Let's be realistic about how much we can do," said Mr. Levenson. "There are limits to the demand that can be created within limited time and funds." #

Last Minute News Flashes

Former Brady Officers Form Creative Group Inc.

APPLETON, WIS., Oct. 23—The four officers of Brady Co., who resigned earlier this week to form their own agency (*see earlier story on Page* 4), have formed a new agency, Creative Group Inc., and articles of incorporation have been filed with the Wisconsin secretary of state. Client acquisitions have been made, AA was told, but will not be made public until the incorporation has been approved.

Coty Ad Urges: 'Hands Off TV Programming'

NEW YORK, Oct. 23—Coty Inc. has scheduled big-space newspaper ads—to start in New York dailies Oct. 27—calling on advertisers who use tv advertising to adopt a "hands-off-entertainment code." The newspaper ad, signed by Philip Cortney, Coty president, cites the "shameful tv scandal" and urges business to "be concerned only with honestly selling their products and services, letting networks and stations be responsible for the entertainment and editorial content." Agency for the campaign, scheduled nationally in newspapers, is Leber & Katz.

Schenley, Doner to Handle Otard Cognac

NEW YORK, Oct. 23—Schenley Import Co., a unit of Schenley Industries, has been appointed sole distributor in the U. S. for Otard cognac, formerly handled by Van Munching & Co. The move has been pending for some time. W. B. Doner & Co., which handles Marie Brizard cordials and Rum Carioca for Schenley Import, will take over the advertising of Otard from MacManus, John & Adams, the Van Munching agency.

Hagel Named President of Crowell-Collier

NEW YORK, Oct. 23—Raymond C. Hagel has resigned as president of Smith, Hagel & Knudsen to join Crowell-Collier Publishing Co., reportedly as president, succeeding J. G. Ryan, who left the company in April. Heading up the agency now will be three execs: William H. Knudsen, formerly exec vp, appointed to the new post of chairman of the board; William R. Henderson, formerly vp, elected president, and William J. Berey, a senior account executive, named exec vp.

Chase Manhattan Follows Hewitt to Compton

NEW YORK, Oct. 23—Compton Advertising, which this week added Anderson E. Hewitt as a senior vp and board member, has been named to succeed Kenyon & Eckhardt, Mr. Hewitt's old shop, on the institutional, international and trust department advertising of Chase Manhattan Bank. Mr. Hewitt, who previously said he had no commitments from any account, brought Chase National Bank into K&E when he left Hewitt, Ogilvy, Benson & Mather in 1952. Mr. Hewitt's father-in-law, Arthur W. Page, has long been associated with the Chase bank as a consultant and formerly as a member of the board. He is also a member of the bank's trust advisory board.

Code Board Studies TV Ads; Other Late News

• **At the NAB regional meeting in Boston** (Oct. 22-23) Don McGannon, head of Westinghouse Broadcasting Corp. and the NAB tv code review board, announced the board will launch an immediate probe of tv commercials. The aim, he said, is to check factual content, with emphasis on the authenticity of demonstrations. The matter came up, Mr. McGannon continued, after stories in the press suggested that some test demonstrations have been rigged. He said the clients and agencies involved in such tv ads will be contacted and that the study will be completed in November.

• **The Santa Clara Journal,** one of California's oldest weeklies, will be published as a daily afternoon tabloid, effective Oct. 28. Ad rate will be 12¢ a line, based on circulation "in excess of 5,000."

• **5 Day Laboratories** has appointed Doyle Dane Bernbach, New York, to handle its advertising, effective Nov. 1. The deodorant line is reported to bill about $1,000,000. It was at Grey Advertising for about eight years and was forced to seek a new agency because of developing product conflicts with the Mennen account. Grey continues as an agency for Associated Products, parent company of 5 Day, on an unnamed new product currently under development.

• **Ladies' Home Journal** has revised circulation and ad rates to go into effect with its January issue. In July, the *Journal* announced that effective with the January, 1960, issue, a new rate base of 5,700,000 would be established, while ad rates would be based on $22,650 per b&w page. This week the *Journal* announced a revised rate base of 6,000,000, effective with the January issue, with no change in the previously announced b&w page rate of $22,650. Cost of a four-color page, however, will be reduced from the previously announced rate of $31,675 to $30,000, also effective in January.

• **Arthur S. Collins,** vp and one of four partners in Tandy-Richards Advertising Ltd., Toronto and Montreal, has resigned to join Stanfield, Johnson & Hill Ltd. as vp and creative director in Montreal.

• **James H. Cobb,** a former director of American Airlines and Delta Air Lines, has joined Fletcher Richards, Calkins & Holden, New York, as vp in charge of marketing and merchandising on the Eastern Air Lines account. Mr. Cobb left American in 1957 to become general manager of the New York office of Burke Dowling Adams Inc., the Delta agency. BDA merged earlier this year with St. Georges & Keyes to form Adams & Keyes. This merger followed the breakdown of merger negotiations between BDA and Calkins & Holden, which then merged with Fletcher D. Richards Inc. At Adams & Keyes, Mr. Cobb was a vp and supervisor on the Air Express account.

• **Miller, Mackay, Hoeck & Hartung,** Seattle, will open a Los Angeles office Nov. 1. John M. Ross and Harry Roe will be resident managers and vps of the new office. Mr. Ross is closing his own agency, operated for the past five years, to take the post. Mr. Roe has been West Coast ad manager of *Living for Young Homemakers* and was with Foote, Cone & Belding before that. The office will be at 1717 N. Highland Ave., Hollywood. Last August the agency opened a New York office (AA, Aug. 17).

• **Thomas Case** has been appointed creative director of the Cleveland office of McCann-Erickson. Mr. Case, who has spent the past several months in McCann's New York office, was formerly copy director in the San Francisco office of Fuller & Smith & Ross. He replaces Richard E. Fry, who is moving to McCann's New York office.

Merger Broker No Substitute for Judgment: Jordan

(Continued from Page 1)

dle this expansion, or (3) enabling an agency to augment capital or personnel as dictated by a changing account picture.

But, Mr. Jordan said, a merger should only follow a dispassionate and penetrating exploration and appraisal of the respective structures, skills, account rosters and financial setups of the agencies involved.

An organization chart of the proposed combination should be drawn up, Mr. Jordan said, and a careful assessment made of the merger's probable effects on the emotions and pay envelopes of executives and staff members.

Strong points of the respective agencies should complement rather than overlap each other, he pointed out. He added that the savings in overhead which a merger promises may or may not actually be achievable.

▪ The current tv quiz scandals drew attention of two speakers. Frederic R. Gamble, president of the Four A's, said that although the scandals involve programs and program directors, rather than advertising, "the advertising industry is so closely related that it no doubt will share some of the opprobrium."

He cited the furor as an illustration of the immediate need of "ever higher standards of morality in advertising." He called for renewed dedication by advertising people toward seeing that the customer not only gets honest products but is honestly persuaded to buy them.

▪ A more vigorous note was struck by Selig J. Seligman, vp of ABC, who said he cannot understand how a "man I have always admired and still do, Dr. Frank Stanton, head of the leading network, both quantitatively and qualitatively, could announce that henceforth there will be no quiz or panel shows on CBS."

Mr. Seligman contended that such programs have been a new art form that has brought enlightenment and entertainment to the public. "They have stirred the imagination of the general public."

This being true, he said, if there have been errors and riggings, and if the public has suffered, the answer should not be in dropping them, but in clearing them up and establishing necessary safeguards.

Instead of destroying "this significant advance in programming, we should take positive action," he asserted. He said he worried, however, when "a leader and giant" panics in this manner. "Why run?" he asked. To Mr. Seligman this is "frightening." To him the answer is that the television industry must state its convictions, then stand back of them with faith.

▪ John H. Hoefer, Hoefer, Dieterich & Brown, San Francisco, was elected chairman of the Four A's western region, succeeding Norton W. Mogge, Atherton-Mogge-Privett, Los Angeles. Jack W. Smock, Young & Rubicam, Los Angeles, was chosen vice-chairman of the region, and John W. Davis, Honig-Cooper, Harrington & Miner, San Francisco, secretary-treasurer. #

Dayton Rubber Names Lyons

David Lyons has been named advertising manager of the foam division of Dayton Rubber Co., Asheville, N. C. He formerly was with the *Asheville Citizen and Times.*

ABC Must Improve Its Product to Halt Drop in Membership, Lantz Warns

(Continued from Page 1)

wish to be of value to the advertising industry."

Expressing grave concern over decreases in ABC membership in all divisions except weekly newspapers, Mr. Lantz called for changes in ABC rules and reports—"changes that will require the unselfish cooperation of all of us."

Mr. Lantz criticized magazines for basing circulation claims "on projections and other statistical devices" and for not talking about their ABC circulation figures.

▪ Farm publications were urged to "take the initiative in finding an accurate formula for giving the advertiser data on the farm coverage of your circulations." Mr. Lantz advised business publications "to take the initiative in solving the problems they face. I suggest that you resolve the issues in a statesmanlike manner, and that you initiate the actions that your decisions dictate," he said.

Athough reporting that ABC membership hit a record of 3,886 in 1958, Mr. Lantz pointed out that membership over the past year had dropped in the advertiser and agency divisions—the first time this has happened since 1943.

▪ A trend to oversimplification in ABC statements on the part of magazines—cutting back on reported data—was deplored by J. Davis Danforth, exec vp of Batten, Barton, Durstine & Osborn.

Since 1956, Mr. Danforth said, magazine ABC statements have not carried the terms-of-payment paragraph for subscriptions sold, and the duration figure for subscriptions for six months or more was changed to one year or more.

He added that for the past three years, the figures on outlet categories for single copy sales have been oversimplified. And when special subscription offers are made, advertisers and agencies would like to know how many subscriptions were sold on the basis of each particular offer, he said.

▪ "Let me repeat that we do derive a great deal of information about the stability of a magazine's readers from your statement," Mr. Danforth said. "But if you continue to eliminate or cut back essential data in those reports you will deprive advertisers and agencies of really vital information which a buyer really needs in making an exhaustive analysis of one magazine against another, or of one newspaper against another."

▪ In a closed joint session of the advertiser and agency divisions of ABC, a resolution was adopted which asks that *all* circulation of business publications be audited and classified.

At present, only the paid circulation of business publications is broken down by occupations. Unpaid circulation is audited, but only the total is listed in publishers' statements.

Sidney W. Dean Jr., vp, McCann-Erickson, New York, told ADVERTISING AGE that it was the intention of the joint meeting to require business paper publishers to present just as complete breakdowns for their unpaid as for their paid circulation.

▪ The newspaper group requested the ABC board to conduct "an intense study" of bulk sales, and the group recommended that either a change be made in current bulk sales rules or that an intense educational program on existing rules be carried out with circulation managers and publishers. The group further asked that the study be made by a committee consisting of newspaper members of the ABC board.

▪ A lively question and answer session was held Thursday morning. Members of the panel answering questions submitted from the floor included William C. Sproull, Burroughs Corp.; Thomas B. Haire, Haire Publishing Co.; Harold Shugard, *St. Paul Dispatch* and *Pioneer-Press;* John R. Miller, Hearst Magazines; Sidney W. Dean Jr., McCann-Erickson; Leslie A. Watt, Watt Publishing Co., and Leo H. Smith, of ABC. Moderator was S. O. Shapiro, Cowles Magazines.

▪ William R. Farrell, director of marketing services, Monsanto Chemical Co., St. Louis, was elected board chairman of ABC. He succeeds Walter P. Lantz, advertising director of Shulton Inc., New York.

The new officers elected were William H. Ewen, Borden Co., who was named a vice-chairman, and S. O. Shapiro, Cowles Magazines Inc., who is the new secretary. Other officers who were reelected include E. R. Hatton, *Detroit Free Press,* and H. H. Rimmer, Canadian General Electric Co., vice-chairmen, and E. Ross Gamble, Leo Burnett Co., treasurer.

The two new ABC directors are Paul Huey, *Progressive Farmer,* who succeeds Leslie A. Watt, *Poultry Tribune,* and William D. Littleford, Billboard Publishing Co., who succeeded Stanley R. Clague, Modern Hospital Publishing Co. The other 16 directors were reelected. #

Paul Bolton, 63, Veteran Ad and PR Exec, Dies

YORK, PA., Oct. 20—Paul H. Bolton, 63, a co-founder of the American Public Relations Assn., and a veteran advertising executive, died unexpectedly in his sleep in the hospital here last night while recovering from an operation.

A resident of Washington, where he has been active in public relations since the early days of World War II, Mr. Bolton and his wife recently completed a home here. They also continued to maintain an apartment in Washington where Mr. Bolton has been engaged in public relations counseling.

For more than 20 years before moving to Washington, Mr. Bolton had operated an advertising agency in Youngstown. During World War II he came to Washington as director of programs for the Office of Defense Transportation. Subsequently he was with Motion Picture Advertising Service, and the National Assn. of Home Builders.

▪ In recent years his interests have been chiefly in wholesaling, first as exec vp of the National Assn. of Wholesalers, and more recently as founder of the International Assn. of Wholesalers.

In addition, he has been operating his own public relations counseling business here.

His myriad of professional and civic activities included the national presidency of APRA, active participation in the Advertising Club of Washington and the Washington chapter of the American Marketing Assn. He was a member of the National Distribution Council, top level advisory committee of the Department of Commerce, and was a former officer of the International Advertising Federation. #

NEW IMPROVED
KING SIZE
Rinso
Blue
FREE
4
SCOURING PADS

NEW PRODUCT—*Housewives will be introduced to Scotch-Brite scouring pads made by Minnesota Mining & Mfg. Co. as premiums with Rinso Blue detergent. The pads are offered as a premium before being marketed nationally. Lever is supporting the offer via newspapers, tv and a color page in the November Ladies' Home Journal. J. Walter Thompson Co. is the agency.*

NBC Drops 'Tic Tac' as Clients Withdraw; 'Truth' Is Substitute

(Continued from Page 1)

Alberto-Culver, Heinz and Miles—and NBC was still planning to continue the show.

By Friday President Eisenhower had instructed the Attorney General to look into the "terrible thing" tv had done to the American public. By that time, P&G, which earlier had said it would stay with "Tic Tac Dough," reportedly was threatening to pull out. At this point the network decided to drop "Tic Tac Dough" for "Truth or Consequences," a show which started a giveaway craze in radio years ago. P&G, Pond's, Alberto-Culver, Heinz and Miles are expected to stay as sponsors of "Truth."

• A schism developed in the industry over the handling of the biggest public relations problem ever to confront the networks. CBS' decision to ban all big money and lavish prize shows was questioned by NBC, which chose to retain its giveways and try to keep them honest.

• Some segments of tv row and the press were ridiculing the Frank Stanton statement, made public through the front page of the *New York Times,* against such deceptive practices as canned applause and laughter, "spontaneous" interviews that have actually been rehearsed and quasi-actuality shows that leave the viewer with a mistaken impression. His critics thought the head of the Columbia Broadcasting System was carrying his clean-up campaign to somewhat absurd lengths. They asked if he were going to insist on real bullets for the cowboys and private eyes, a measurement for the girls whose figures are not what they seem in the cleverly designed bodices and no more toupes for the actors who are balding.

• Charles Van Doren, the much publicized quiz winner who has repeatedly denied that he got any help in winning $129,000 on "Twenty One," Friday called on the New York district attorney to "correct" some statements he had made in the New York grand jury's investigations of the quizzes. The district attorney wouldn't say whether the Columbia University professor admitted getting the questions in advance as others reportedly have asserted.

Mr. Van Doren is scheduled to appear before the House legislative oversight committee when the probe reconvenes Nov. 2. #

Product, Profits Pondered by Top Publishers at ABP

(Continued from Page 2)

close tabs on them, evaluate their real significance and keep ahead of the bulk of the industry in talking about them and showing how they can be used for profit.

"This takes skill and competence, but if done properly it is a service that the industry will appreciate—and reward," Mr. Lauinger said.

▪ Covering a broader scope, Edgar W. B. Fairchild, vp and treasurer of Fairchild Publications, put heavy emphasis on the importance of planning new publications.

"Planning for future expansion should follow a careful and logical course," he said. "Hunches and 'brainstorms' are too risky. Too much capital is needed today to act rashly in a new venture."

▪ Circulation growth came in for some attention from William B. Freeman, president of Miller Freeman Publications, San Francisco. The dominant factor in this area, Mr. Freeman said, has been the rapid growth in the number of people who influence purchasing.

▪ Cost control was on Donald C. McGraw's mind. Mr. McGraw, president of McGraw-Hill Publishing Co., said that the proverbial three-legged stool of publishing—editorial, advertising and circulation—is actually a four-legged stool, the fourth leg being cost control.

Some of the areas he said should be watched closely, and at all times, are the total payroll, total of employes, requests for raises, physical inventories, accounts receivable, art department use, postage and printing.

▪ Profits were doubtless on everybody's mind, but the subject was assigned to Ralph D. Paine Jr., vp of Time Inc. The average profit margin of all magazine publishers, Mr. Paine noted, is now 2.6%. "Frankly," he said, "we now do about as well as a meat packer in a bad year."

These profits are low, he said, not so much because of costs and spending but because the industry dropped behind in income by failing to raise its ad rates in the five years or so following World War II.

The ultimate importance of maintaining good profits, he asserted, is that it helps maintain good service by maintaining editorial independence. By way of explanation, he quoted *Time* Editor-in-Chief Henry Luce as saying, "The best defense of the free press is a good big bank account!"

▪ Another "jurist" on the panel was Curtis E. Frank, president of Reuben H. Donnelley Corp., who stressed the importance of management growth.

It isn't enough just to grow by adding people when they seem to be necessary, he said. Management must plan very carefully for its own growth and carefully watch over recruiting and training "young blood" that must be infused into the management team. #

Worthing to Midwestern VW

Ralph E. Worthing, formerly merchandising manager of Miraplas Tile Co., Columbus, O., has been named advertising and sales promotion manager of Midwestern VW Corp., Columbus, Ohio and Kentucky Volkswagen distributor.

WLS Names Cofoid

John L. Cofoid, formerly assistant promotion manager of WOW, Omaha, has been named assistant sales promotion manager of WLS, Chicago, a new post.

Many Ads Aim at Advertiser, Not Consumer: Politz

(Continued from Page 2)

the creative adman as follows:

"Suppose we enter a room with a large window, through which we can see beautiful scenery outside. Let's say there are three mirrors mounted on the opposite wall, and we want to determine which of the three mirrors is the most efficient.

"The first mirror is uneven and dirty-looking and spotty. Mirror No. 2 is very even and clean and polished; it's an excellent piece of mirror work and is framed with beautiful ornamental engraving. Mirror No. 3 has no frames or ornaments, it is nothing but a plain, even, perfectly flawless mirror.

▪ "Now we take a consumer—in this case, an observer—into the room and we point to the dirty spotty mirror and ask him, 'What do you see?'

"He says, 'I see a bad mirror.'

"Then we point to mirror No. 2 and ask, 'What do you see?'

"And he says, 'I see a beautiful mirror.'

"Next, we point to mirror No. 3, 'What do you see?'

"And he says, 'I see a beautiful scene out of an open window.'

"Mirror No. 3," Mr. Politz pointed out, "has done the most efficient job. This is the function of a perfect mirror and also the function of perfect advertising: To step behind its own objective and push the product into the foreground to the extent that the advertising mechanism itself can be subordinated."

▪ However, Mr. Politz added wryly, look how disappointing this is for the mirror maker who builds the perfect mirror and then finds that the observer is unaware that he is looking at a perfect mirror. (Or, to put it in another way, how disappointing it is for the adman to create the perfect ad and find the consumer is unaware that he is looking at the perfect ad.)

"How can advertising work its way out of the vise?" Mr. Politz asked. "I believe it should start with the advertiser. It is the client who must take the initiative to relieve the copywriter of the burden of having to document his imagination by resorting to means irrelevant to the product being advertised. If greater respect is accorded to product orientation, then—automatically—greater respect will accrue to *what* is said rather than *how* it is said." #

Rival Tests Wagtail, New Dry Dog Food

(See picture on Page 1)

CHICAGO, Oct. 23—Rival Packing Co. has begun test marketing a new dry dog food called Wagtail in three markets.

Teaser announcements appeared in the latter part of September, with newspaper advertising beginning in mid-October in Fort Wayne and Syracuse, and the Rock Island-Moline-Davenport area.

Other media being used for the promotion, which is handled by Guild, Bascom & Bonfigli, are outdoor, car cards and radio.

Rival also is planning to test a new cat food soon, ADVERTISING AGE learned. Guild, Bascom will handle the cat food promotion. #

Rolfes to Campbell-Mithun

Frank Rolfes, formerly with Katz Agency, broadcast representative, has joined Campbell-Mithun, Minneapolis, as a time buyer.

Scofield
Martin
Clinton
Rosene
Ash
Baisch
Wright
Livesay
Baker

ON THE AIR—*The second in a series of fall conferences of the NAB, held in Chicago, brought together industry representatives from the Midwest. Shown here are Charles L. Scofield, KEYZ, Williston, N. D.; Arthur Martin, WMRN, Marion, O.; George H. Clinton, WEBC, Duluth; Marshall Rosene, WNXT, Portsmouth, O.; Allen Ash, National Telefilm Associates, Chicago; J. M. Baisch, WREX-TV, Rockford; C. E. Wright, WBYS, Canton, Ill.; J. R. Livesay, WLBH, Mattoon, Ill.; R. K. Baker, WLDS, Jacksonville, Ill.*

New Concepts, Programs Will Solve Summer TV Dilemma, Adams Says

(Continued from Page 1)

must necessarily decrease the number of dollars we spend on it."

Mr. Adams said he recognized that nighttime viewing drops during the summer months, when outdoor activities vie for attention, but noted that, according to data from A. C. Nielsen Co., more than 18,000,000 homes view tv during the average minute on a summer evening during prime time.

"With good commercials we could make a lot of valuable impressions on a lot of people with an audience like that," he said. "I submit that a network with a top-flight program can capture a huge chunk of this audience at any given time during the summer. With the proper discount structures, it can be a good media buy.

"But that's only the beginning. It seems quite probable to me that better programming would add some millions of people to the total and summertime tv could come back into its own as a medium."

■ He suggested summer as a good time to introduce new concepts and ideas in tv, and to create shows in cities other than the major production centers.

"Maybe there should be summertime teams of creative people at the networks," he suggested. "Maybe some bright young writers and directors and producers could work with a core of old pros from June through August.

"I am not suggesting that the problem is yours alone," Mr. Adams told the broadcasters. "Certainly we as advertising agents would have to have the courage to go along with fresh program ideas for summertime use. We would have to sell such ideas to our clients, but honestly, during the past couple of summer seasons we haven't been offered very much."

■ Harold E. Fellows, president and board chairman of NAB, urged broadcasters at this second of eight fall conferences to hold the line on refusing to accept liquor advertising. "Powerful forces in the distilling industry," he said, "are undertaking to break down the self-promulgated rules of broadcasters contained in the 'Standards of Good Practice' for radio broadcasters and the 'Television Code' inveighing against the acceptance of hard liquor advertising."

He said early attempts by distillers have been in the form of institutional-type advertising which probably would not be offensive to the audience, but he added that "the danger lies in letting the camel get his nose under the tent."

"If there ever was a case in which we should put public consideration above private gain, this is it," Mr. Fellows said. "I hope that all broadcasters who are approached [to accept hard liquor advertising] will refuse it."

■ Heads of three radio stations which feature aired editorials told one session of their successes and problems with editorials.

Robert W. Enoch, general manager of WXLW, Indianapolis, said he uses the saturation method, featuring editorials of two to six minutes in length, presented four times a day for two days. Robert Hyland, manager of KMOX, St. Louis, termed the radio editorial as "the most significant action radio has taken in recent years."

Messrs. Hyland and Enoch said they confined their editorials to important local issues, with no regular schedule of airing the editorials. Robert T. Mason, head of WMRN, Marion, O., however, said he scheduled editorials regularly on Sunday afternoons, with topics ranging from the international to the local scene.

All three men said they offer equal rebuttal time to opponents of their views on controversial issues.

■ A presentation from the Television Bureau of Advertising by Norman E. Cash, president, was previewed at the session. It is designed for showing at banks and other financial institutions, more to acquaint them with the tv industry than to seek advertising business from them.

The presentation, which will be available in slide film and printed form before the year end, presents a basic picture of the industry. Information includes an explanation of station and network setups, rapid growth of tv both in stations and sets, penetration, how to buy tv time, rate fluctuations by time, the NAB code and advertiser expenditures.

Attention is also given to tv as a growth industry (and thus a sound investment), the low per-thousand advertising cost and the growth of the use of tv tape and color tv.

■ Revision of Sec. 315 of the Communications Act, exempting broadcasters from the "equal time" provision for political candidates in the case of news and special events broadcasts, was explained by Vincent T. Wasilewski, NAB manager of government relations.

He warned the broadcasters to "apply Sec. 315 carefully—you will be watched closely. Play the game as fairly as possible."

■ John M. Couric, manager of public relations at NAB, outlined three basic elements for good station public relations:

- "Find what your public—your audience—wishes, what it needs, what it expects from you.
- "Guide your policies to fulfill these needs and desires.
- "Communicate and interpret your policies and actions so your public will know that you are acting in their interest."

He added that "public acceptance of your station is a big factor in determining the number of listeners and viewers who tune in your programs, and their response to what they see or hear. This, in turn, affects your sales to advertisers, not to mention your own pocketbook."

■ At a radio session, Charles H. Tower, manager of the NAB department of broadcast personnel and economics, reported that the number of radio stations in the past 13 years has increased 245%, but only revenues of those serving the largest and smallest markets have increased.

Stations serving a market size of 1,000,000 or more had an average per-station revenue increase of 37% since 1945, to $819,000 in 1958. Stations in markets of fewer than 10,000 people averaged an increase of 64%, and stations in the 10,000 to 25,000 bracket showed a 50% average increase. Stations in other population categories averaged losses ranging from 2% to 22%. #

Ward Baking Elects Kirkman

James A Kirkman Jr., vp and marketing director of Ward Baking Co., New York, baker of Tip Top bread and cakes, has been elected exec vp. He will continue to be responsible for both sales and advertising activities. Before joining Ward in 1958 he was an executive with Safeway Stores.

'Living' Boosts Van Sicklen

Living for Young Homemakers has named Hunter Van Sicklen, formerly of its sales staff, New England manager, succeeding Laurence Wyman, who has resigned.

Heaviest Newspaper Ad Drive Supports Hallmark TV Series

KANSAS CITY, Oct. 21—Hallmark Cards has embarked on the heaviest tune-in space advertising campaign used in the eight years that it has been a television sponsor.

To promote its "Hallmark Hall of Fame" series of six specials on NBC-TV, the company will run ads in 176 daily newspapers in 110 cities on the day the programs are scheduled, in addition to space in *Scholastic Magazine* and *TV Guide*. NBC-TV will use additional newspaper space in New York, Philadelphia, Washington, Chicago and Los Angeles to promote the series.

Hallmark is distributing to high school and college classes study guides of the dramas it will present on tv this season. The guides were prepared in collaboration with the staff of *Scholastic Magazine*.

First of the Hallmark series will be a 90-minute live colorcast of Maxwell Anderson's "Winterset," Oct. 26. Other classics scheduled for the 1959-60 season include "A Doll's House" and "The Tempest."

The advertising was placed through Foote, Cone & Belding, Chicago. #

Standard Oil Names Miller

William H. Miller has been appointed general sales manager of Standard Oil Co. (Indiana), Chicago. He also has been elected a member of the board of directors, effective Nov. 1. Mr. Miller, assistant general manager of marketing since 1957, succeeds Alton C. Saillstad, who resigned.

Kraft Joins Wilbur Streech

Michael Kraft, formerly head of his own advertising agency, has joined Wilbur Streech Productions, New York, as vp of marketing and sales.

Wilson
Teich
Peterson
Erickson
Strack
Enoch
Hooker
Plank
Sprague

TIME OUT IN CHICAGO—*The National Assn. of Broadcasters conference in Chicago gave radio and tv men a chance to compare notes between sessions. Here are Ben T. Wilson, A. C. Nielsen Co., Chicago; W. J. Teich, KOEL, Oelwein, Ia.; Edwin R. Peterson, Keystone Broadcasting System, Chicago; Robert W. Erickson, KOKX, Keokuk, Ia.; Eugene W. Strack and Robert D. Enoch, WXLW, Indianapolis; Joseph C. Hooker and Charles A. Sprague, WMAX, Grand Rapids, and Raymond A. Plank, WKLA, Ludington, Mich.*

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1959 47,344

HELP WANTED

PACKAGE DESIGNER

Unlimited opportunity for a creative senior package designer in a youthful, progressive design organization. Nominal client servicing. Send complete resume to **Smith, Scherr & McDermott, 39 South Miller Road, Akron 13, Ohio.**

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

MEDIA DIRECTOR, for fast growing Louisville agency, billing approximately two million. Must have experience and be capable of developing complete and sound media programs with reasons why. This could be an opportunity for a man or woman who may be assistant media director in a larger agency. Salary $5,000 to $8,000 depending on experience and background.

Box 3055, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Experienced advertising salesman for Chicago office of well known business paper publisher. Send complete resume.

Box 3056, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING-EDITORIAL

Industrial Advtg., Electronics............$11,000
Copywriter, Become Copy Chief......$10,000
Product Advtg. Manager, Indus........$ 7,200
Asst. Editor, Trade Magazine.............Open
Advtg. Asst., Agricultural....................$ 7,000
Advtg. Account Exec., Food, Pkg. Goods

SHAY EMPLOYMENT AGENCY
55 East Washington, Chicago 2, Illinois

ASSISTANT—ADVERTISING & SALES PROMOTION. Major corporation seeking competent assistant for busy advertising manager. Market—Electronic components. Must have five years agency or industrial advertising. Heavy emphasis on sales promotion. Location—Central New York State. Send complete resume to:

Box 3057, ADVERTISING AGE
630 Third Ave., New York 17, New York

EXECUTIVE SECRETARY
START Nov. 10-15

V. P. of leading AAAA Chicago agency wants intelligent secretary to handle all details. Some account work, but mainly to work with executive and his assistant on new business. Must have thorough knowledge of all phases of advertising agency procedures and be able to take the initiative in writing letters, organizing confusion, etc. Your present employer will not be contacted. Please write

Box 3058, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE PERSONNEL SERVICE

publicity .... editors
advg. managers .... copywriters
artists ...... media ...... production ...... sales
"All is grist, which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

HELP WANTED

Artist wanted for small agency west of Chicago. Good transportation facilities. Layout, paste-up, keyline, some finish. Mostly industrial accounts. Modern quarters. Salary negotiable. Please send resume, salary expected, samples if possible, to

Box 3059, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WANTED-RESEARCH SUPERVISOR

Experienced in all phases of market and consumer research. Thoroughly skilled in preparation of research proposals, including rationale, research design, sampling and questionnaire writing. Ability to write research reports in simple straightforward English that even account executives can understand. Some client contact involved and this responsibility will increase as applicant's skill and familiarity with his accounts grow. Chicago office of major 4 A agency with consumer product accounts. Wonderful opportunity for growth in Chicago and with other offices of this agency. Please state salary requirements in your reply.

Box 3079, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BARNARD'S

A Specialized Placement Service
ADVERTISING, PR, EDITORIAL, SALES, SECRETARIAL & GEN OFF
call or write
Miss Barnard Mr. Pollard
WA 2-2306, 220 S. State St., Chicago 4

POSITIONS WANTED

FREE LANCE COPY
WA 2-6749

Exp Mich Ave agcy writer; quickly grasps sales prob. Solves with ideas. Call 9-5.

EXPERIENCED AD MANAGER offers forward thinking coupled with old-fashioned dependability and solid know-how of building products field. Prefers Eastern location. Available Nov. 1st.

Box 3041, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXP. FREE LANCE COPY LAYOUT MAN with complete Direct Mail facilities From copy to customer—catalogs, house organs, bulletins, brochures. Chicago area.

Box 2984, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES MANAGER
for PUBLISHER or AGENCY

Top quality producer with excellent sales record in both capacities. Early 40's, personable; majored in advertising—will re-locate.

Box 3060, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLICITY . . . Expert assn. & group PR man available on free lance basis. Own office. Keen prom. backg'd. Tops in org' trade show press setup.

Box 3062, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

CREATIVE, SALES-MINDED COPYMAN CAUGHT IN AGENCY CUTBACK

Productive self-starter with plenty of drive and potential. Graphic thinker who writes "consumer-conscious" selling copy that really scores where it counts—at the cash register. Variety, copy, merch incl pots, pans to paint, perfume. Diversified small agcy exp well spent—now ready to pay dividends. Chicago. 28; married. Write

A. D., Box 3002 Merchandise Mart
Chicago 54, Illinois

AVAILABLE JANUARY—will end 3 yr tour as Information Officer with USAF. Seek training program with agency or advertiser leading to challenging position. Outstanding ER's show drive and organizing ability. Had charge of PR, base paper at Wing level. Possess art and writing talent. U of Minn. grad (BA-Journ-Adv) Single, mature and personable. Age:26.

Box 3064, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLISHING COORDINATOR

Will dovetail the operations of your sales, advertising, editorial, research, circulation and production departments. Extensive experience useful to multiple paper publisher. See my resume.

Box 3065, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PRO-LIFIC COPY/CONTACT MAN FOR THE SMALL CONS. AGCY.

11 yrs. copy-contact-planning-merchandising-supervisory exp. All media and collat. Heavy in food, finan., travel, petroleum, building, others. Prefer agcy. with definite ownership potential. Chicago area. 35, family man, grad.

Box 3066, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FARM ADVERTISING PROBLEM?

Exp. ag adv. specialist, ex-farmer. Complete or partial campaigns—copy, roughs, finished L/Os. Any media . . . consult or create. Save with free-lance work, now!

Box 3068, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE DIRECT. OR ADV. MGR.

Knows Fla. W. Coast-32 yrs old. Resume on request-college—highly creative.

Box 3063, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYWRITER

Unique background in media analysis and presentation . . . crisp, definite copy that sells. Employed, want greater responsibility, opportunity.

Box 3067, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE COPYWRITER

Experienced. Fulltime and free-lance.

Box 3069, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

GAL FRIDAY FOR HARRIED A.E.

or Agency Pres. Will take over all detail work. 6 yrs. media buying and 7 yrs. prod. exp. Interested in doing some client contact. Presently Media Director of small agency.

Box 3070, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

PUBLIC RELATIONS

Seek opportunity to build own security in corporate public relations, southeast or southwest.

Six years of experience with major corporations in press, community relations and publications; two years as newspaperman; one year sales; one year with top advertising agency.

Currently employed in Chicago, age 31, family. Resume on request.

Box 3077, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AGRICULTURAL SPECIALIST

with 11-year PR-adv. background as A.E., ad mgr., copy and PR writer seeks spot. Strong in livestock and plant products.

Box 3071, ADVERTISING AGE
630 Third Ave., New York 17, New York

COPYWRITER

Columbia Graduate, 23, recent vet, good, intelligent writer with imagination. Presently training in large 4A agency, but impatient to do copy and qualified for copy position.

Box 3072, ADVERTISING AGE
630 Third Ave., New York 17, New York

4-A Copywriter seeks post with top agency. Strong on striking visualization with human-interest approach. Accomplished wordsmith. Skilled at translating facts into sincere, believable sell that hits 'em where they live. A real pro and a dependable producer. Let's talk it over.

Box 3073, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FILM-AGCY-STA-REP

I know Chgo. & Chgo. knows me! 10 yrs. experience in B'cast, agcy, & film as salesman & writer-producer. Adaptable to any creative situation.

Box 3074, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TOP FLIGHT ADV. ART DIRECTOR

Full range creative and administrative experience with top agency . . . consumer and trade, all media . . . seeks new challenge and growth opportunity. $15,000 and up.

Box 3075, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLIC RELATIONS

My 10 years' top-notch business and financial news experience plus 3 years in PR can put your public relations program in high gear.

Box 3076, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Gal Friday—11 yrs top-level agcy/client exp. 6 yrs foreign travel. Thrive on responsibility. Age 35; salary $6000.

Box 3078, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES AVAILABLE

EASTERN ADV. REP . . . Top mag' mgt. backg'd. NYC office. Excellent refs. Deliver full sales potential for solid pub.

Box 3061, ADVERTISING AGE
630 Third Ave., New York 17, New York

BUSINESS OPPORTUNITIES

FOOD PUBLICATION FOR SALE.

Approv. $1¼ Million Annual Gross Ad billing. Valued at $250,000. Worth looking into. Principals only.

Box 3030, ADVERTISING AGE
630 Third Ave., New York 17, New York

TRADE MAGAZINE

Publisher of two top-ranking books in their field—serving the Nation's foremost industry for nearly thirty years—plans to retire, and is offering these valuable properties at an attractive price. Location is on eastern seaboard. For particulars write to

Box 3080, ADVERTISING AGE
630 Third Ave., New York 17, New York

MIAMI BEACH AD AGENCY

Interested in exchanging "hatrack space" with Manhattan based Ad Agency. Write:

Box 3081, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

Color reproductions, catalogue sheets, fast service, top quality.

Skokie Colorgraph
Morton Grove 8, Illinois

"PIN-POINT YOUR MARKET WITH SELL-ective Metalworking Lists"

New catalog of publisher's metalworking lists covering all types of metalworking plants . . . machine tool users, stamping & fabricating plants, foundries, fabricators, mfrs finished products, etc. SIC selection, financial ratings, zoned. Write or phone for free copy.

INDUSTRIAL MACHINERY NEWS
16240 Meyers Rd., Detroit 35, Mich.
UNiversity 3-5815

CREATIVE IDEAS

Drawn from experience of 25 year diversified ad career and a mind free of clichés and "Ulcer Shop" turmoil. Sensible, uncomplicated, sales-minded conceptions transposed to excellent layouts with crisp copy suggestions submitted after careful, detailed study. A single ad or campaign on free-lance basis. Speculatives on legitimate request. Box 780, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

ART DIRECTOR FOR MIAMI AGENCY

One of Miami's leading agencies needs experienced art director who can produce crisp layouts himself, knows production, has managerial ability.

A real chance for you to enjoy the finest climate and to grow with an expanding agency with diversified consumer, resort, trade accounts. Start in low five figures, plus profit-sharing. Air mail resume, personal details.

BOX 3971, MIAMI 1, FLORIDA

ASSISTANT TO ADVERTISING MANAGER

Advertising Manager of growing, progressive midwestern brewery needs young man to assist in handling details of point of sale and consumer advertising, sales promotions, house organ, etc. Previous experience not essential, college education with emphasis on marketing or bus. adm. desirable. Salary to start $5000. Sell yourself in a letter to

Box 776, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

---

we need another fast, skillful layout "visualizer"

whose renderings have crispness and authority—who knows how to use people interest, realizes that pictures may often be the "copy"—who is up on typography—isn't afraid of unusual formats, the new graphics opportunities now being made available by media. Consumer goods and industrial. Growth agency. Fine, modern offices. Pleasant living—nearer everything. Box 775, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

ACCT. EXEC. WITH BILLING

We don't want to take—or give—anything for nothing. If you're unhappy and can honestly say and prove it isn't *you* at fault, we'd like to talk to you. Our selfish interest is in building a N.Y. branch of a small but highly successful 4A agency. If you control $200,000 billing and want the next best thing to business for yourself—no baloney, no gimmicks, no exploiting you or us: Write Box 779, ADVERTISING AGE, 630 Third Avenue, New York 17, New York or call PL 5-2455.

ADVERTISING MANAGER

Industrial chemical producer, with headquarters in Ohio, seeks a person with executive ability and 7-10 years' industrial advertising experience, chemical field helpful, but not required. Prefer college graduate.

Work includes preparing plans and budgets for national and trade programs, direct advertising, sales promotion, preparation of sales literature and sales publicity. Must be able to work closely with sales managers.

Excellent opportunity with a growing company.

Submit resume and requirements for prompt and confidential consideration to:

Box 782, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

CHICAGO EMPLOYERS!

We have well qualified

- Copywriters
- Advertising Managers
- Asst. Adv. Managers
- Account Executives
- Radio & TV Men
- Production Men
- Artists
- Editors
- Photographers

PROFESSIONAL, SALES AND CLERICAL OFFICE
ILLINOIS STATE EMPLOYMENT SERVICE
73 West Washington Street
Financial 6-3960

Wanted: Retail Chain
ADVERTISING DIRECTOR

Large, 80-year-old, manufacturer-retailer of men's clothing has immediate need for young but experienced man to administer advertising program for nation-wide chain of 220 stores. Emphasis on marketing experience and familiarity with shopping center promotion. Permanent position with good salary and excellent opportunity for growth.

Box 777, Advertising Age, 200 E. Illinois Street, Chicago 11, Illinois

---

FREE-LANCE ART DIRECTOR-ARTIST . . .

N. Y. branch of 4A agency does not yet have enough billing to support full-time Art Dir. If you're a top-notch creative and execution man with industrial experience, we can offer you an office, full agency facilities and a good volume of paid work in return for your availability. Box 778, Advertising Age, 630 Third Avenue, New York 17, New York.

Publishers

Established representative invites publishers' inquiries regarding coverage of Middle-West territory. Since 1952.

james k. millhouse
PUBLISHERS' REPRESENTATIVE
5935 Montrose Avenue, Chicago 34, Ill.

RIGHT HAND MAN

Young but experienced as assistant to busy agency owner. Must be self-starter, long in Creative thinking and Copy for industrial trade advertising and collateral material. Excellent opportunity for right person in small, sound, respected 30 yr. old agency located in Wisconsins' most aggressive community of 100,000 where good living is a natural way of life. Send complete resume and salary requirements first letter.

Box 783, ADVERTISING AGE
200 E. Illinois, Chicago, Ill.

Fine, Fast, Fairly Priced Photography

pics incorporated
photographers
DEARBORN 2-1062
187 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS

PUBLICITY COMMERCIAL
CONVENTION INDUSTRIAL

(Because of a "typo" last week this one is repeated.) **COPY**, consumer. Man (or woman!), with big account exper. & selling intuitions, not in love with New York or Chicago, $20-$22,500.

COPY-CONTACT, important beer account. $16-$17M

TV - RADIO PRODUCER. Big-agency, big-account exper. $15M

COPY, Indust., farm, some consumer. Some smaller-agency exper. $14M

COPY, consumer. Multi-office agency. Food & TV exper. helpful. Can be young if samples exceptional. $13,500

GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn Chicago CE 6-5353

UNEXCELLED LOCATION AT HOLLYWOOD AND VINE IN HOLLYWOOD.

Center of T.V., Radio and Advertising Industries.

Office Suites up to 3,000 Sq. Ft. Alterations to suit tenants. Call or write THE BEN HECHT CO., 1680 N. Vine, Room 306, Hollywood, Calif., HOllywood 4-4111.

Nation-wide Confidential Rapid

CLIENTS IN BOTH INDUSTRIAL AND AGENCY FIELDS

* * *

Contact Cliff Knoble

PUBLICITY—Young man to be developed into Public Relations Manager for Midwest Agency $7,500

ARTIST—Young layout man, good talent, experienced in industrial ads $8,000

ACCOUNT EXECUTIVE—For big city branch of strong Midwest Agency. Industrial experience $12,000

* * *

Contact I. M. Daiker

P. R. DIRECTOR—Midwestern Co. handle all phases P. R. program—Bldg. Materials bkgd. .... $10-$11,000

AD MGR.—Pharm. Co.—Marketing—Sales Promotion-Research bkgd. Excellent opportunity .... $10-$12,000

COPYWRITER—good all around bull-pen writer—med. sized progressive agency—all benefits .... $9-$10,000

* * *

Contact B. L. Clem

COPY SUPERVISOR—Top Agency offers Exc. potential to expd. supervisor. Food, consumer accts. $20,000

PHARMACEUTICAL—Top level ad agency and Manufacturer opening for Account Executives, Copy-writers, Marketing Managers, Sales and Sales Promotion Managers, and Market Research Analysts. Salaries range from ...$7,200 to $14,500

DRAKE PERSONNEL, INC.
29 East Madison Bldg., Chicago 2, Ill. FI 6-8700

'Herald Tribune' Boosts Weeks

Willet Weeks Jr., formerly director of the European edition of the *New York Herald Tribune* has been elected president and general manager of the European edition. He succeeds Howard D. Brundage, who will return to J. H. Whitney & Co. as a partner. Mr. Brundage was temporarily appointed president of the *Herald Tribune* and the European edition after John Hay Whitney assumed control of the newspaper last year. Andre Bing, formerly administrative assistant to Mr. Weeks, has been named assistant general manager of the European edition.

EXPORT IMPORT NEWS

THE VOICE
OF WORLD TRADE
Serving Readers
in Principal Trade Centers
of 89 Countries
Published Every Month
Suite 706, 507 Fifth Ave.
New York 17, N. Y.
Or Write our Western Advertising
Office—354 S. Spring St.,
Los Angeles 18, Calif.

If marketing appliances is your business, then ask for a Sample copy.

QUINN'S

The News Magazine for those Who Sell or Service Appliance Dealer Items in the Eight Pacific States

(Formerly "California T-V & Appliances")

10,000 guaranteed "Guided Circulation". Guided to the fastest growing LOOKING, LISTENING & LIVING market: Hawaii, Alaska, Wash., Ore., Calif., Ariz., Nev. & Idaho. To be audited by VAC, Verified Audit Circulation Co.

Ask Quinn:
Quinn's, 229 E. 4th St., Los Angeles 13
MAdison 6-5004
(A Parker & Son Publications, Inc. magazine; Bill Bowen, Publisher; Bill Quinn, Ed.; Don Martin, Adv. Mgr.)

IF ADVERTISING IS YOUR BUSINESS PLACING YOU IS OURS!

Melba Oliver

Specialized Personnel Service, Inc.
629 EUCLID AVE. CLEVELAND 14, OHIO
Serving the Midwest for over 20 years

WASHINGTON EDITOR

Daily industrial newspaper seeks reporter to cover government agencies from D. C. Bureau. 1-2 years edit experience. Interesting opportunity. Send resume. Also asst. editor opening in N.Y. office.

Box 784, ADVERTISING AGE
630 Third Avenue, N. Y. 17, N. Y.

BIRCH
Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

MERCHANDISING AND SALES PROMOTION MANAGER

A leading company in the alcoholic beverage field has an opening for an alert young man in sales promotion work. Previous alcoholic beverage experience is not necessary but applicant should have a good background knowledge of the graphic arts field including creative work and production. The man who fills this position will work closely with the Advertising Manager and the Sales Department. Please submit resume, a recent photograph, and state salary requirements.

Box 781, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Department Store Sales . . .

Sales Rise 10% in Week Ended Oct. 17

WASHINGTON, Oct. 22—Department store sales across the U.S. during the week ended Oct. 17 rose 10% above sales for the similar week of 1958, the Federal Reserve Board reported today.

Sales for the four-week period ended Oct. 17 were 4% ahead of the comparable period last year and year-to-date sales were 7% ahead.

■ Of the 12 FRB districts, only one reported losses: Philadelphia, 2%. The remaining districts reported gains as follows: Boston, 7%; New York, 6%; Cleveland, 13%; Richmond, 9%; Atlanta, 9%; Chicago, 17%; St. Louis, 11%; Minneapolis, 22%; Kansas City, 7%; Dallas, 5%, and San Francisco, 5%.

Detailed breakdown of these sales will be available next week. For the prior two weeks sales broke down as follows:

Federal Reserve District, Area and City	% change from '58 Week ending Oct. 3	Oct. 10
UNITED STATES	r—1	+3
Boston District	—5	—5
Metropolitan Areas		
Boston	—4	—4
Downtown Boston	—6	—7
Suburban Boston	—2	0
Cambridge	+28	+1
Quincy	—11	—2
Lowell	—2	—5
City		
Springfield	0	—18
New York District	r—8	—3
Metropolitan Areas		
Buffalo	r—4	—1
New York—N.E. New Jersey	—10	—5
Newark	—14	—10
New York	—15	—9
Rochester	r—1	+7
Syracuse	+2	+3
Philadelphia District	r—12	0
Metropolitan Areas		
Wilmington	r—1	—2
Trenton	—16	—7
Lancaster	—6	0
Philadelphia	r—13	+2
Reading	—9	+1
Scranton	—7	—5
Wilkes-Barre—Hazleton	r—12	—5
Cleveland District	—5	0
Metropolitan Areas		
Lexington	—7	—6
Akron	—1	—7
Canton	+2	+26
Cincinnati	—5	+1
Cleveland	0	+9
Downtown Cleveland	—3	+8
Columbus	—3	+3
Springfield	—6	—8
Youngstown	—20	—14
Erie	—7	—4
Pittsburgh	—7	—5
Downtown Pittsburgh	—8	—5
Wheeling	—18	—7
Richmond District	r—10	—11
Metropolitan Areas		
Washington	r—12	—10
Downtown Washington	r—19	—19
Baltimore	r—6	—15
Downtown Baltimore	r—16	—18
Richmond	r—14	—7
Atlanta District	r—6	r—3
Metropolitan Areas		
Birmingham	—23	—10
Mobile	—12	—14
Miami	r+12	+5
Atlanta	r—9	0
Augusta	+6	*
Columbus	r—15	—2
New Orleans	—13	—3
Knoxville	—11	—3
Cities		
Central Atlanta	r—25	—17
Miami-Downtown	r+14	+7
Chicago District	+5	+5
Metropolitan Areas		
Chicago	—2	—7
Indianapolis	+7	+10
Detroit	+8	+19
Grand Rapids	+5	+2
Milwaukee	+24	+26
St. Louis District	—11	+6
Metropolitan Areas		
Little Rock	—13	+5
Louisville	—21	—2
St. Louis	—8	+9
Memphis	—7	+4
Minneapolis District	r+6	+6
Metropolitan Areas		
Mpls.—St. Paul	+7	*
Mpls. and Suburbs	+10	*
St. Paul	0	+2
Cities		
Duluth-Superior	+2	+7
Kansas City District	0	+15
Metropolitan Areas		
Denver	+13	+31
Topeka	+16	+8
Wichita	—4	—4
Kansas City	—2	+19
Downtown Kansas City	—11	+5
St. Joseph	r—1	—6
Lincoln	0	+2
Albuquerque	—1	+4
Oklahoma City	—12	+15
Tulsa	—14	+13
City		
Joplin	—12	+13
Dallas District	—6	+17
Metropolitan Areas		
Dallas	+7	+29
El Paso	—21	+11
Fort Worth	—13	+5
Houston	—4	+18
San Antonio	—14	+34
San Francisco District	+12	r+2
Metropolitan Areas		
Los Angeles-Long Beach	+22	—4
Downtown Los Angeles	+19	—6
Westside Los Angeles	+29	—6
Sacramento	+12	+2
San Diego	+14	—3
San Francisco-Oakland	+5	+7
San Francisco City	+8	+13
Oakland	—4	—12
San Jose	+19	+20
Portland	+4	+6
Salt Lake City	+18	+7
Seattle	+4	+5
Spokane	+11	+1
Tacoma	—4	+4

r—Revised. *Data not available.

'Industrial Labs' Becomes 'Research/Development'

Industrial Laboratories, Chicago, will change its name as of Jan. 1 to *Research/Development*. The publication said there will be no changes in policy or coverage, but that the new name "reflects more accurately the character and the growth of the field" it serves.

IN THE BAG—*Scott Paper Co., Chester, Pa., is completing national introduction of a new product—a waxed paper sandwich bag—under the Cut-Rite brand.*

Doner Adds Five Accounts

The Baltimore office of W. B. Doner & Co. has added five new accounts. They are Aegean Products, Baltimore producer of Grecian Formula 16; Fair Lanes, operator of bowling centers in the Atlantic Coast area; and Bata Shoe Co., Belcamp, Md. Bata previously placed advertising direct. Doner will also handle radio and tv advertising for Hochschild, Kohn & Co., Baltimore department store; and advertising for Port of Baltimore.

BIG RESULTS

from small ads in the classified section

Your low-cost message in The Advertising Market Place gets exceptional results because it hits over 158,000 top marketing men who are in the mood to hire, buy and sell. Gamble a few dollars with the coupon below, and stand by for fast action!

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of $18.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $____________

My Name____________

Street____________

City____________ Z ______ State____________

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St.
Chicago, Illinois

4041 Marlton Avenue
Los Angeles 8, Calif.

ARE YOU OVER-LOOKING THE VAST POTENTIAL OF THE 6-BILLION-DOLLAR CERAMIC FIELD?

Write today for your free copy of "Scope & Size of Ceramic Production in the United States." You'll get an eye-opener on the vastness of this industry . . . You'll see at once how your clients can begin cashing in on this tremendous potential . . . regardless of what they sell. Request your copy now!

AMERICAN CERAMIC SOCIETY BULLETIN
4051 North High St., Columbus 14, Ohio

Use Economic Facts to Sway Critics: Ganger

(Continued from Page 3)

vealed. Mr. Ganger said economists have told him that 450 such case histories would provide a good start in this direction.

In his opinion, the current inflationary period provides a "never better" opportunity for the development of such information. It should be possible to show how advertising has helped hold the line on prices in some cases, and how in others it has resulted in better products, giving greater benefits. It could be that advertising will assume the role of helping maintain employment levels, he said.

■ In a discussion of how his company uses advertising, John Bowles, president of Rexall Drug Co., said, "50% of our sales representatives' time is spent in selling our advertising."

Mr. Bowles endorsed a close working relationship with the advertising agency. "It should be as close as that with your doctor or lawyer," he said. This includes consulting the agency regarding product development and research.

He revealed that the Rexall agency, Batten, Barton, Durstine & Osborn, is provided with the same figures as the sales manager, so they know results. "I can truthfully say that there is no secret in our company that is withheld from the agency," Mr. Bowles said.

"In my opinion, a company is just downright foolish if the head of the research and product development department does not check with the agency before spending thousands of dollars to develop a new product. Guidance from the agency at this point is certainly of prime importance," he asserted.

"The agency should definitely be brought in on the development of the package."

He said the agency should know as much about a product as does the merchandise manager, so merchandising and advertising plans will coincide. Agency representatives should be in on all these presentations made to sales representatives, "and the association should be so close that agency representatives frequently travel with sales representatives to determine the pre-selling power of the advertising copy."

■ Rexall uses advertising as a basic sales tool, with salesmen taking blowups of ads to the druggist, and then discussing with him the merchandise he needs, using the items in the ad for a list.

"When that reprint of the ad is in front of the drug store owner, it is never a question of 'do you want to buy?' The only question is the one in the mind of the buyer, 'How many units of each listing will I need to cover this ad?' " he told the group.

As background, Mr. Bowles explained that Rexall has 10,000 franchised stores nationally—all non-competitive. "One of every five drug stores is a Rexall drug store," he said.

The company makes and sells over 5,000 different items. Since no single product offers a large enough market in itself, advertising is designed to sell the Rexall store as the best store in which to shop. Ads are designed to contain enough bargains to make up a shopping list long enough "to warrant a shopping trip to a drug store instead of a supermarket or department store," he said.

■ Mr. Bowles said Rexall has not yet been able to segregate one item and concentrate advertising on it successfully. "Our success up to this point has lain in the fact that we have been successful in selling the line concept to both the retailer and the consumer."

One of the cardinal points in achieving this retailer acceptance has been the fact the retailer has an exclusive Rexall product, and thus pushes it at all times. There is no problem of the druggist pushing one brand one week and another the next week, because of current inducements offered by manufacturers, he said.

One of the reasons Rexall advertising has been effective, Mr. Bowles noted, is that all Rexall druggists contribute to the cost of national advertising. "Five thousand of our druggists have written in their contract that they will split the cost of national advertising 50-50, the other 5,000 send us their check cheerfully and on their own, every month."

Point-of-sale material sent out monthly is also paid for by the druggist. Mr. Bowles said the reason all franchise druggists do not have a contract to pay for national advertising is that they became Rexallites before the idea was conceived 14 years ago.

■ A provocative approach to analysis of current advertising was given by James C. Nelson Jr., vp and creative director of Hoefer, Dieterich & Brown, who gave his analysis in terms of two imaginary Venusians discovering 1959 ad proofs in the year 1992, and attempting to determine what kind of people were on our planet.

Mr. Nelson said such a review "will show too many advertisers are talking to themselves, and suffer from being imitative—Partly from addressing themselves not to flesh and blood, but to a set of statistics. Partly, they suffer from being a too-perfect marriage of the insignificant with the unbelievable."

He said he is "tired of seeing people in ads who live a life that seems to bear no relationship to my life, or to the life of anyone I know. I see all those fine people in the Oasis ads having such a jolly time sitting in their sports car, each one holding up a package of cigarets for me to look at. I see an ad like that, or any one of thousands like it, and all I can do is shake my head and figure I must be missing something. Me, me, multiplied by countless indifferent millions."

Noting it is easier to tear down than build up, Mr. Nelson offered this "constructive" message: "Quit smoking that stuff. Get back in touch with reality. Go outdoors and talk to some real people. Find out what kind of thing really makes their eyes light up and say, 'Gee whiz, look at that'."

■ Citing statistics indicating a boom in cultural activity, Draper Daniels, Leo Burnett Co., Chicago, urged ad executives to give their "unreasonable" creative men free rein in drafting new appeals to a more sophisticated public.

"People were never as stupid as a lot of advertising experts thought they were," he said. "They were uninformed and, in many instances, naively trusting. Today they are less uninformed, and ten years from now they will be far less uninformed than they are today.

"I strongly suspect," he said, "that it is going to take more truth, better taste and new ideas to sell this coming generation of uncommon men.

"I doubt that it can be done by actors masquerading as doctors and pointing to animated charts showing anvils whacking away inside the head. I doubt that it can be done by claiming that the man who thinks for himself always thinks exactly as the sponsor wishes.

"It's going to take advertising that sounds as if it were written by a man who knew what he was talking about and who took joy in telling somebody else about it—a man you'd like to know and have around the house, a man with good manners and a quiet sense of humor."

■ "Agencies often exhibit unjustified timidity when charges in excess of regular commissions are called for," Norman Fields, of Field & Fields, Chicago and San Francisco accountant, told the meeting.

"My conversations with many advertising managers of large and small advertisers indicate clearly that they are willing and ready to discuss with their agencies extra charges when warranted," he said.

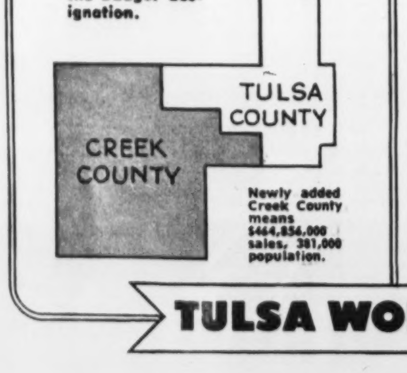
"The custom designed and specialized services rendered to individual clients of an advertising agency vary widely. Accordingly the bases upon which such services are to be priced must vary, client by client," he said.

"There is no place for conformity that dictates which types of services should be charged for separately, as opposed to those services to be rendered in consideration of regular commissions earned.

"With respect to one client, a research assignment or package designing, for example, may well command a separate charge, whereas in another case the overall commission may be adequate to cover the same type of work."

NOW! TULSA'S Metropolitan Area

EXPANDED ... New Population 381,000


Tulsa Metropolitan Area . . . expanded. New U. S. Bureau of the Budget designation.
TULSA COUNTY
CREEK COUNTY
Newly added Creek County means $464,856,000 sales, 381,000 population.

Now Creek County, whose main city, Sapulpa, is only 12 miles from Tulsa, is logically added to Tulsa's Metropolitan Area. This new definition of the TRUE Tulsa Metropolitan markets means more sales! Remember, You're Not in Oklahoma unless you're "in" Tulsa. Use the Oil Capital Newspapers . . .

*From 1959 SM. Survey of Buying Power

TULSA WORLD
TULSA TRIBUNE

MORNING ● EVENING ● SUNDAY

Represented Nationally by The Branham Co., Offices in Principal U.S.A. Cities

WNJR
negro radio for
metro new york

MODERN PACKAGING

It's midnight...and your ad is still at work!

"Of all the magazines I receive, I read MODERN PACKAGING most thoroughly. In fact, in addition to my office copy, I always keep a current issue on my night table, so I can read it without pressure.

"MODERN PACKAGING is filled with wonderful ideas. Some of these I can put to work immediately. Others I store away for future use."

This is what Mr. Hans Bodlander, Production Manager of Rilling Dermatic Company, Bridgeport, Conn., recently told a member of MODERN PACKAGING's readership development panel, Professor Charles Petitjean of the University of Bridgeport.

This is just one example of MODERN PACKAGING's new Readership Development Program at work!

In this program, launched in January 1959, a corps of more than 70 university professors is calling on thousands of MODERN PACKAGING readers to demonstrate how to get the greatest benefit from the magazine.

The overall plan provides advertisers with the only authenticated coverage of the *overwhelming buying power* of the market, *plus* assured readership. It helps stimulate the *readership* and *leadership* of MODERN PACKAGING:

- leadership in editorial content
- leadership in number of paid subscribers
- leadership in advertising pages

To reach this packaging market, use the magazine that packaging men reach for...*even at midnight.*

MODERN PACKAGING

A BRESKIN PUBLICATION—Authority of the Field for Thirty-Two Years ABC BPA ABP

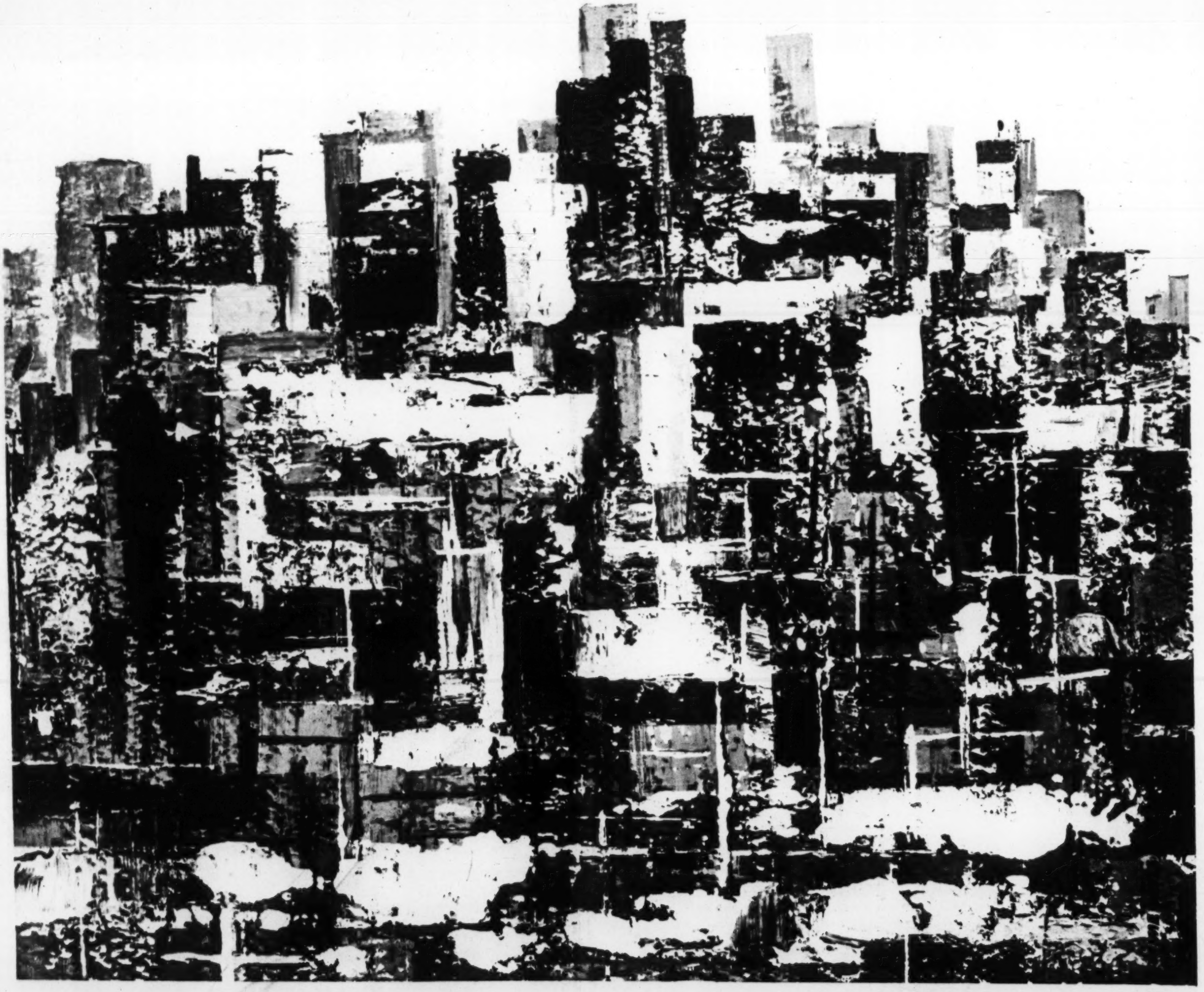
Other Breskin Publications: MODERN PACKAGING ENCYCLOPEDIA—MODERN PLASTICS—MODERN PLASTICS ENCYCLOPEDIA

Offices: New York 575 Madison Ave.; **Chicago** 101 E. Ontario St.; **Cleveland** 3537 Lee Rd.; **Los Angeles** 6535 Wilshire Blvd.; **Atlanta** 1722 Rhodes Haverty Bldg.

Send for details of what MODERN PACKAGING's *new readership plan means to you. And ask to see the new 15-minute audio-film presentation that shows how* MODERN PACKAGING *serves the entire packaging market. You'll find it most interesting.*

IN THE NEW YORK MARKET

MORE INDEPENDENT RETAIL DRUGGISTS AND MORE INDEPENDENT RETAIL GROCERS LISTEN FREQUENTLY TO WPAT THAN TO ANY OTHER RADIO STATION ■ MORE DRUGGISTS AND GROCERS ESPECIALLY ENJOY WPAT THAN ANY OTHER RADIO STATION ■ MORE OF BOTH CONSIDER WPAT THEIR FAVORITE RADIO STATION ■



These are the findings of a massive qualitative study of radio listening among the independent druggists and grocers in the New York market. Commissioned by Radio Station WPAT and conducted by Bennett-Chaikin Incorporated, this singular survey points out another WPAT plus-value that is of primary importance to you in the advertising and sales of your product. Why not call us at Murray Hill 8-9300 for details?